ISSN 0265-2323

The International Journal of

BANK MARKETING

CUMULATIVE INDEX VOLUMES 8-12
1990-94

MCB University Press

Editor
Professor Trevor Watkins
Deputy Vice-Chancellor and Deputy Chief Executive, South Bank University, 103 Borough Road, London SE1 0AA

Associate Editor
Christine Ennew
Reader in Marketing, University of Nottingham, Nottingham, UK

Editorial Assistant
Kate Lloyd
South Bank University

Asia Pacific Editor
Kam-Hon Lee
Professor of Marketing, The Chinese University of Hong Kong, Department of Marketing, Shatin, NT, Hong Kong

North American Editor
Erdener Kaynak
Professor of Marketing, Pennsylvania State University of Harrisburg, USA

Editorial Review Board
Dr Frank B. Abramson
Management Consultant, Relationship Consulting Group Ltd, 3 Gloucester Mews West, London W2 6DY

Professor Michael Baker
Professor of Marketing, University of Strathclyde, Glasgow, UK
Professor A. Tansu Barker
Professor of Marketing, Brock University, Canada
Professor James Gordon Barnes
Professor of Marketing, Memorial University of Newfoundland, Newfoundland, Canada
Professor Leonard L. Berry
Professor of Marketing, Texas A & M University, Texas, USA
Professor Donald W. Cowell
Professor of Marketing and Barkers Dean, Birmingham Polytechnic Business School, Birmingham, UK
Professor Jean Charles Chebat
John-Labatt Professor of Marketing, Ecole des Sciences de la Cestion, Montreal, Canada
Professor Leslie de Chernatony
Beneficial Bank Professor of Marketing, Open University, UK
Dr James H. Donnelly
Professor of Marketing, University of Kentucky, USA
Dr Christopher J. Easingwood
Director, Centre for Services Marketing, Manchester Business School, UK
Dr Barbara R. Lewis
Manchester School of Management, UK
Kenneth J. Roering
Professor of Marketing, University of Minnesota, USA
Dr Solomon Sarpkaya
Professor of Finance and Management, University of Toronto and Canadian School of Management, Canada
G. Lynn Shostack
Chairman and President, Joyce International Inc., USA
Professor Gordon Wills
Principal, International Management Centres, UK
Professor Mike Wright
Professor of Financial Studies, University of Nottingham, UK
Dr Ugur Yavas
Professor of Marketing, Department of Management and Marketing, College of Business, East Tennessee State University, USA

Publisher
Jean Clarkson

International Journal of Bank Marketing
is indexed and abstracted in:
ABI Inform
Anbar Abstracts
PNA Research
World Banking Abstracts
Trade & Industry Index

ISSN 0265-2323
© 1995 MCB University Press Limited

Members of The Chartered Institute of Bankers are invited to apply for rates accorded, by special arrangement, to individual subscribers

MCB University Press Limited
60/62 Toller Lane
Bradford, West Yorkshire
England BD8 9BY
Telephone: (44) 1274 777700
Fax: (44) 1274 785200

Regional Offices
For Australia and New Zealand
MCB University Press Limited
PO Box 1567, Toowong, Brisbane
Queensland 4066, Australia
Telephone: (61) 07 870 7144, Fax: (61) 07 371 7352

For North America
MCB University Press Limited
PO Box 10812
Birmingham, AL 35201-0812, USA
Telephone: 1 800 633 4931 (USA and Canada toll free)
(1) 205 995 1567 (outside USA and Canada)
Fax: (1) 205 995 1588, Telex: 78-2661

For Middle and Far East
MCB University Press Limited
48-2, Jalan Medan Setia Dua,
Plaza Damansara, Bukit Damansara,
50490 Kuala Lumpur, Malaysia
Telephone: (603) 2523126
Fax: (603) 2524097

For Japan
MCB University Press Limited
Kaneichi Building No. 2, 3-32-13 Hongo,
Bunkyo-ku, Tokyo 113, Japan
Telephone: (81) 03 3817 7363,
Fax: (81) 03 3817 7365
Free-dial: 0120 65 7500
E-mail: INTERNET:alan-mcb@po.iijnet.or.jp

For the Indian subcontinent
MCB University Press Limited, c/o Globe Publication
Pvt. Ltd, B-13, 3rd Floor, A Block,
Shopping Complex, Naraina Vihar, Ring Road,
New Delhi - 100028, India
Telephone: (91) 11 5460211, Fax: (91) 11 5752535
E-mail: jaideep.globe@axcess.net.in

Please contact the following for further information:
Sample copy requests and missing issue claims* to the Customer Help Desk at Bradford (44) 1274 785280 or your Regional Office.
*Non delivery of copies must be notified to our Customer Help Desk within four months of despatch if substitute copies are to be issued.
All orders and subscription enquiries to the Subscription Services Department at Bradford or your Regional Office.
Reprint service enquiries to Rachel Dobson, Bradford
Copyright permissions to Andrea Marsden, Bradford

No part of this journal may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licencing Agency and in the USA by The Copyright Cle.rance Center. No responsibility is accepted for the accuracy of information contained in the text, illustrations or advertisements. The opinions expressed in the articles are not necessarily those of the Editor or the publisher.

Printed by Smiths Colour Printers, Brighouse Road, Low Moor, Bradford, West Yorkshire BD12 0NB

International Journal of
Bank Marketing
ISSN 0265-2323

CONTENTS

Cumulative index Volumes 8-12 1990-94

Subjects 3

Compiled by David H. Barraclough

Authors 70

Titles 74

Cumulative index Volumes 8-12, 1990-1994

Index by subjects

Compiled by David H. Barraclough

Introduction

Index entries are in the form Volume (issue) Year: Page numbers. Alphabetical arrangement is word by word, where a group of letters followed by a space is filed before the same group of letters followed by a letter, e.g. CUSTOMER VETTING comes before CUSTOMERS.

ABBEY NATIONAL

Abstracts of articles 8(1) 1990: 40

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 5-8

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 21-2

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 32-3, 35-7

ABC see ACTIVITY-BASED COSTING

ABSENTEEISM

Absenteeism control (T.C. Cole and B.H. Kleiner) 10(6) 1992: 19-22

ABSTRACTS

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 2-39

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 2-39

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 2-29

ACCELERATED PRODUCT DEVELOPMENT

Abstracts of articles 11(4) 1993: 31; 12(7) 1994: 24-5

ACCEPTANCE TESTING

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 38

ACCOUNTABILITY

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 14

ACCOUNTANCY MARKETING

Abstracts of articles 10(4) 1992: 10-11, 12, 14; 11(4) 1993: 22

ACCOUNTING PACKAGES

Abstracts of articles 11(4) 1993: 36

ACCOUNTING SYSTEMS

Abstracts of articles 11(4) 1993: 6

Developing and building a management information system (P. Welsh) 8(1) 1990: 18

ACCULTURATION

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-11

ACQUISITIONS AND MERGERS (see also CROSS-BORDER ACQUISITIONS AND MERGERS)

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 30-1

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 7-10

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15-16

ACTION TEAMS

Abstracts of articles 12(7) 1994: 25

ACTIVITY-BASED COSTING

Abstracts of articles 11(4) 1993: 14, 21

ACU see ASIAN CURRENCY UNITS

ADM see ASIAN DOLLAR MARKET

ADMINISTRATIVE CENTRES

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 27-9

ADVERSE SELECTION

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 6-8

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24, 25, 28

ADVERTISING (see also TELEVISION ADVERTISING)

Abstracts of articles 10(4) 1992: 24, 26, 27, 38; 11(4) 1993: 24-5; 12(7) 1994: 18-21

Advertising in a deregulated marketplace (K. Andrew) 8(5) 1990: 18-19

Bank marketing – myth or reality? (M.J. Baker) 11(6) 1993: 10

(The) changing face of banking (K. Andrew) 8(5) 1990: 14

Effectiveness of the advertising expenditure of Australian banks (M.M. Metwally) 11(7) 1993: 20-8

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 31

Strategy and structure in bank advertising: an empirical test (H.A. Laskey, B. Seaton and J.A.F. Nicholls) 10(3) 1992: 3-9

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 6

This little piggy went to market (K. Andrew) 8(5) 1990: 28

ADVERTISING RESPONSE

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 32, 33

AFFINITY CREDIT CARDS

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 3-10

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 9

AFFINITY MARKETING

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 6

AFFLUENT INVESTORS (see also WEALTHIER CUSTOMERS)

Affluent investors and mutual fund purchases (N. Capon, G.J. Fitzsimons and R. Weingarten) 12(3) 1994: 17-25

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 9-16

AGE OF BUSINESS SEGMENTATION see LIFE CYCLE SEGMENTATION

AGENCY THEORY

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 6-9

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 30-1

AGRICULTURAL DEVELOPMENT BANK OF PAKISTAN

Abstracts of articles 11(4) 1993: 6

AI see ARTIFICIAL INTELLIGENCE

AIB GROUP

Bank marketing – myth or reality? (M.J. Baker) 11(6) 1993: 8-9

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 35-8

ALLFINANZ see BANCASSURANCE

ALLIED DUNBAR

Abstracts of articles 9(2) 1991: 39

ALLIED IRISH BANKS see AIB GROUP

ALTRUISTIC MARKETING see CAUSE MARKETING

AMERICAN EXPRESS

Abstracts of articles 10(4) 1992: 14; 12(7) 1994: 6, 8

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 17-18

ANCHORING AND ADJUSTMENT

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 12

ANZ BANK

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-7

APD see ACCELERATED PRODUCT DEVELOPMENT

ARABIAN GULF see (THE) GULF; KUWAIT; SAUDI ARABIA

ARTIFICIAL INTELLIGENCE

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 41-5

ASIA (see also CHINA, PEOPLE'S REPUBLIC OF; (THE) GULF; HONG KONG; ISRAEL; JAPAN; JORDAN; KOREA; KUWAIT; MALAYSIA; PHILIPPINES; SAUDI ARABIA; SINGAPORE; TAIWAN; TURKEY)

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10-16

ASIA PACIFIC REGION

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 4-10

Bank marketing in the Asia Pacific region (special issue) (Kam-Hon Lee, Editor) 9(5) 1991: 3-40

ASIAN CONSUMERS

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

ASIAN CURRENCY UNITS

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7

ASIAN DOLLAR MARKET

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7

ASSURANCE (CONFIDENCE)

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13-14

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18

ASSURANCE, LIFE see BANCASSURANCE; LIFE INSURANCE

ASSURANCE COMPANIES see LIFE INSURANCE COMPANIES

AT&T

Abstracts of articles 12(7) 1994: 15

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 32-3

ATMs

Abstracts of articles 10(4) 1992: 37-8

ATM banking behaviour in Kuwait: a consumer survey (A.B. El-Haddad and M.A. Almahmeed) 10(3) 1992: 25-32

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 35-6

Consumer adoption of self-service technologies in retail banking: is expert opinion supported by consumer research? (N.E. Marr and G.P. Prendergast) 11(1) 1993: 3-10

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 36-40

Customer satisfaction measurement: prolonged satisfaction with ATMs (L. Moutinho) 10(7) 1992: 30-7

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 16

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 32-9

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 5-6

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 19

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 28

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-14

Perceived attributes of ATMs and their marketing implications (R. Rugimbana and P. Iversen) 12(2) 1994: 30-5

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-34

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 44-5

ATTENDANCE

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 24

ATTITUDES (see also CONSUMER ATTITUDES)

Developing attitudes (J. Hay) 11(2) 1993: 18-21

(The) power of impression management (H. Drummond) 11(5) 1993: 19-20

AUDIENCE INTERACTION

Abstracts of articles 12(7) 1994: 29

AUDIO-VISUAL HARDWARE

Abstracts of articles 11(4) 1993: 37

AUDIOTEX

Abstracts of articles 10(4) 1992: 36

AUDITING SUPPLIERS see VENDOR AUDITS

AUSTRALIA

(A) benefit segmentation of the financial planning market (G.N. Soutar and M.M. McNeil) 9(2) 1991: 25-9

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 11-16

Effectiveness of the advertising expenditure of Australian banks (M.M. Metwally) 11(7) 1993: 20-8

Perceived attributes of ATMs and their marketing implications (R. Rugimbana and P. Iversen) 12(2) 1994: 30-5

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 9

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-7

AUSTRALIAN GUARANTEE CORPORATION

Abstracts of articles 10(4) 1992: 25

AUTOMATED BANKING (see also ATMs; EFTPoS)

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 36-40

AUTOMATED INTERACTIVE DECISION-SUPPORT SYSTEMS see DECISION-SUPPORT SYSTEMS

AUTOMATED SERVICES

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 36-7

AUTOMATED SYSTEMS

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 29-30

AUTOMATED TELLER MACHINES see ATMs

AUTOMATED VETTING

Customer vetting: a building society view (K. Andrew) 8(5) 1990: 50-1

AUTOMATIC TELLING MACHINES see ATMs

AUTOMATION (see also INFORMATION TECHNOLOGY; MARKETING AUTOMATION; SALES AUTOMATION; TECHNOLOGY)

Abstracts of articles 10(4) 1992: 11

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 27-8

AVAILABILITY

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 12

BACKROOM see FRONT OFFICE AND BACKROOM INTERACTION

BACKROOM WORKERS (see also BANK EMPLOYEES; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; STAFF; TELLERS)

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25

BALDRIGE QUALITY AWARD SYSTEM

Abstracts of articles 12(7) 1994: 21

BANC ONE CORPORATION

Abstracts of articles 10(4) 1992: 30

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 15-16

BANCASSURANCE

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 29, 32, 34-5

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 13

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 16

BANK AND INSURER LINKS

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 32-5

BANK-AT-WORK PROGRAMMES see WORKPLACE BANKING

BANK BUSINESS PHILOSOPHY

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 3-4

BANK-CORPORATE RELATIONSHIPS

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 10-16

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

BANK CREDIT MARKET

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 21

BANK DISTRIBUTION

Abstracts of articles 11(4) 1993: 11

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 13

BANK EMPLOYEES (see also BACKROOM WORKERS; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; SERVERS; STAFF)

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

BANK EVALUATION

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 27

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 36

BANK FAILURES

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 35-6

BANK-FIRM RELATIONS see BANKING RELATIONSHIPS, BUSINESS

BANK HAPOALIM

Immigrants from Russia: a marketing challenge for Israel's banks (D. Boneh) 9(3) 1991: 9-10

BANK ISLAM MALAYSIA BERHAD

Bank patronage factors of Muslim and non-Muslim customers (S. Haron, N. Ahmad and S.L. Planisek) 12(1) 1994: 32-4

BANK MANAGEMENT

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 12-16

BANK MARGINS see MARGINS

BANK-MARKET RELATIONS

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 17-19

BANK MARKETING (see also STRATEGIC BANK MARKETING)

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8-9

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 3-4

Bank branch managers: their roles and functions in a marketing era (S. Deng, L. Moutinho and A. Meidan) 9(3) 1991: 32-8

Bank marketing in a changing world (K. Andrew) 8(5) 1990: 3-56

Bank marketing in the Asia Pacific region (special issue) (Kam-Hon Lee, Editor) 9(5) 1991: 3-40

Bank marketing – myth or reality? (M.J. Baker) 11(6) 1993: 5-11

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 10

(The) changing face of banking (K. Andrew) 8(5) 1990: 3-4, 7-10, 12-15

Direct marketing as a strategic element in banking (K. Andrew) 8(5) 1990: 40-2

Effectiveness of the advertising expenditure of Australian banks (M.M. Metwally) 11(7) 1993: 20-8

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 23-5

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 3-8

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10-16

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 25-8

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 12-13

Immigrants from Russia: a marketing challenge for Israel's banks (D. Boneh) 9(3) 1991: 9-10

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 3-9

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 35-40

Marketing private banking services to family businesses (D.R. Dreux IV and B.M. Brown) 12(3) 1994: 26-35

Perceived attributes of ATMs and their marketing implications (R. Rugimbana and P. Iversen) 12(2) 1994: 34

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 29

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24-31

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 13-14, 15-17

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-8

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

Ten years of bank marketing: retrospect and prospect (special issue) (M. Wright and C. Ennew, Editors) 11(6) 1993: 3-46

This little piggy went to market (K. Andrew) 8(5) 1990: 21-8

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 29-31

BANK OF SCOTLAND

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 6-7

BANK SELECTION

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 3-16

Bank patronage factors of Muslim and non-Muslim customers (S. Haron, N. Ahmad and S.L. Planisek) 12(1) 1994: 33-40

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23-34

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 30-9

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E.-B. Radi) 8(4) 1990: 31-4

Customer preferences for financial services: an analysis (W.L. Boyd, M. Leonard and C. White) 12(1) 1994: 9-15

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 13-14

BANK SERVICE

Abstracts of articles 9(3) 1991: 39; 10(4) 1992: 19

BANK SWITCHING

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 17

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 27

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 13-14

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9-10

BANKASSURANCE see BANCASSURANCE

BANKER-CUSTOMER RELATIONSHIPS (see also BANK-CORPORATE RELATIONSHIPS; MANAGING CUSTOMER RELATIONSHIPS; RELATIONSHIP BANKING)

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 17-19

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 13

BANKING see BANKS AND BANKING

BANKING DIRECTIVES

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24

BANKING RELATIONSHIPS, ATTRIBUTES OF BANKS IN

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 28-30

BANKING RELATIONSHIPS, BUSINESS (see also CORPORATE BANKING)

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 18-19

BANKING RELATIONSHIPS, CHANGES IN see BANK SWITCHING

BANKS, CHANGE OF see BANK SWITCHING

BANKS AND BANKING (see also entries beginning with BANK; BANKING; BRANCH BANKING; COMMERCIAL BANKS; CORPORATE BANKING; DOMESTIC BANKS; EUROPEAN BANKING; FOREIGN BANKS; HIGH STREET BANKING; INTERNATIONAL BANKING; ISLAMIC BANKING; MERCHANT BANKS; MULTIPLE BANKING; PRIVATE BANKING; RELATIONSHIP BANKING; RETAIL BANKS AND BANKING; SPLIT BANKING; WORKPLACE BANKING)

Abstracts of articles 8(2) 1990: 40; 10(4) 1992: 12-13

Adult singles: an untapped market (J.J. Burnett) 8(4) 1990: 10-16

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 3-10

Bank branch managers: their roles and functions in a marketing era (S. Deng, L. Moutinho and A. Meidan) 9(3) 1991: 32-8

Bankers to charity (C.J. Cowton) 8(1) 1990: 35-9

Banking innovations (K. Andrew) 8(5) 1990: 46-9

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 33-40

Banks and retailing (K. Andrew) 8(5) 1990: 32-6

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 10-17

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 26-31

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 3-9

(The) changing face of banking (K. Andrew) 8(5) 1990: 3-15

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 30-9

(The) consumer is getting a better deal (K. Andrew) 8(5) 1990: 20

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 11

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 3-10

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 11-16

Customers' risk perceptions of electronic payment systems (S.S.M. Ho and V.T.F. Ng) 12(8) 1994: 26-38

Effectiveness of the advertising expenditure of Australian banks (M.M. Metwally) 11(7) 1993: 20-8

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 19-25

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 31, 33

(The) fuzzy industry maturity grid (FIMG): its application to the Singapore banking industry (P.H. Tay and S.E. Ong) 12(4) 1994: 32-44

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 11-13

How bank loan officers evaluate persons applying for credit (J. Mattsson) 11(2) 1993: 25-34

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

(The) impact of waiting in line on consumers (J.-C. Chebat and P. Filiatrault) 11(2) 1993: 35-40

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 3-9

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 26

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 3-9

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-15

Perceived attributes of ATMs and their marketing implications (R. Rugimbana and P. Iversen) 12(2) 1994: 30-5

(The) problem of risk management in banking in oil-rich Gulf economies (J.R. Presley) 10(1) 1992: 36-40

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 35-9

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 12-16

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 11-17

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-31

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 19-25

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V-W. Mitchell) 12(4) 1994: 3-12

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-8

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 11-18

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11-16

Strategy and structure in bank advertising: an empirical test (H.A. Laskey, B. Seaton and J.A.F. Nicholls) 10(3) 1992: 3-9

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

Time is central (J.A.F. Nicholls, S. Roslow and J. Tsalikis) 11(5) 1993: 12-18

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 39-46

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 5-11

BANKSTRAT

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 42-4

BAR CHARTS

Skills 9(1) 1991: 23-4

BARCLAYS BANK

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 5-8

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 31-3, 37-8

BARCLAYS MERCANTILE BUSINESS FINANCE

Abstracts of articles 10(4) 1992: 27

BARTERING

Abstracts of articles 11(4) 1993: 7

BEHAVIOURAL MANAGEMENT TECHNIQUES

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 17-20

BEHAVIOURAL SEGMENTATION

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 37-8

BELGIUM

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 44

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 14

BENCHMARKING see COMPETITIVE BENCHMARKING

BENEFIT SEGMENTATION

(A) benefit segmentation of the financial planning market (G.N. Soutar and M.M. McNeil) 9(2) 1991: 25-9

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15-23

BENETTON FINANCIAL SERVICES

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6-7

BEST ADVICE

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 26

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 4-5

BIASES

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 10-16

BID BONDS

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 15

BOARDROOM PRACTICE

Boardroom practice (I. Kenny) 10(2) 1992: 17-19

BOMB INCIDENTS

Business and bombs: preplanning and response (P.F. Mahoney) 12(2) 1994: 24-9

BORROWING

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 7-8

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 7-8

BOUNDARY SPANNING

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 5, 10

BRADFORD & BINGLEY BUILDING SOCIETY

Open learning for business success at Bradford & Bingley Building Society (P. Ferrar) 9(4) 1991: 17-19

BRAINSTORMING

Abstracts of articles 11(4) 1993: 13

BRANCH BANKING (see also MULTIBRANCH BANKING)

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23

Developing an instrument to measure customer service quality in branch banking (N.K. Avkiran) 12(6) 1994: 10-18

BRANCH BANKING AUTOMATION

Abstracts of articles 10(4) 1992: 39

BRANCH BANKING OPERATIONS

Abstracts of articles 11(4) 1993: 11

BRANCH BANKING SYSTEMS

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 20

BRANCH EFFECTIVENESS

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 18-19

BRANCH MANAGERS

Bank branch managers: their roles and functions in a marketing era (S. Deng, L. Moutinho and A. Meidan) 9(3) 1991: 32-8

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 35

BRANCH MARKETING

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 4-9

BRANCH NETWORKS

Abstracts of articles 10(4) 1992: 37-8; 12(7) 1994: 7

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 26-31

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 3-9

BRANCH PROMOTION

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 31-2

BRANCHES

Bank branch managers: their roles and functions in a marketing era (S. Deng, L. Moutinho and A. Meidan) 9(3) 1991: 32-8

Banks and retailing (K. Andrew) 8(5) 1990: 32-6

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 3-9

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 32

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 12

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 35-6

BRANDS AND BRANDING (see also INTERNATIONAL BRANDS)

Abstracts of articles 10(4) 1992: 24, 30, 32; 11(4) 1993: 8, 12, 14, 27-8; 12(7) 1994: 21; 24

Branding financial services (J. Saunders and R. Watters) 11(6) 1993: 32-8

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 9-10

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 30

BRISTOL & WEST BUILDING SOCIETY

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 11-14

BROCHURES

Abstracts of articles 10(4) 1992: 25-6

BS 5750

Abstracts of articles 10(4) 1992: 14

BUDGETS

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 4-9

BUILDING SOCIETIES

Abstracts of articles 8(2) 1990: 40; 9(3) 1991: 39; 10(4) 1992: 8, 30-1

Banking on flexible systems? (K. Andrew) 8(5) 1990: 16

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 3-9

(The) consumer is getting a better deal (K. Andrew) 8(5) 1990: 20

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 3-10

Customer vetting: a building society view (K. Andrew) 8(5) 1990: 50-1

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 35-43

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 4-11

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 31, 33

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 26

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 17-20

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-9

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V-W. Mitchell) 12(4) 1994: 3-12

(The) Single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 14

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 33-40

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 5, 7-11

BUSINESS BEHAVIOUR

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 3-4

BUSINESS ETHICS

Abstracts of articles 11(4) 1993: 7

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 26-33

BUSINESS-LED EXPERIMENTS

Developing and building a management information system (P. Welsh) 8(1) 1990: 17-18

BUSINESS-LEVEL STRATEGIES

Abstracts of articles 11(4) 1993: 16

BUSINESS LOGISTICS see LOGISTICS

BUSINESS MANAGEMENT

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28

BUSINESS-SECTOR STRATEGY

Banking innovations (K. Andrew) 8(5) 1990: 46-7

BUSINESS STRATEGY

Banking on flexible systems? (K. Andrew) 8(5) 1990: 17

BUSINESS TRAVEL

Abstracts of articles 11(4) 1993: 11

BUYER BEHAVIOUR (see also CONSUMER BEHAVIOUR; CUSTOMER BEHAVIOUR)

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 4-12

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 19-25

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

BUYING COMMUNITIES

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 22

CALIFORNIA

Abstracts of articles 10(4) 1992: 18

CAMPAIGN MANAGEMENT

(The) changing face of banking (K. Andrew) 8(5) 1990: 14

This little piggy went to market (K. Andrew) 8(5) 1990: 27

CANADA

Abstracts of articles 12(7) 1994: 6

Bank branch managers: their roles and functions in a marketing era (S. Deng, L. Moutinho and A. Meidan) 9(3) 1991: 32-8

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 10-17

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15-23

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 37-40

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 3-14

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 26

CAPITAL ADEQUACY

Abstracts of articles 10(4) 1992: 9

(The) problem of risk management in banking in oil-rich Gulf economies (J.R. Presley) 10(1) 1992: 40

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11

US regulation of foreign banks and the financial services sector (C.W. Hultman) 11(1) 1993: 36-7

CAPITAL BASE

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 10

CAPITAL GEARING APPROACH TO LENDING

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 3-4, 8

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 26-7

CARDHOLDER DISCOUNTS

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 9

CASCADE TRAINING

This little piggy went to market (K. Andrew) 8(5) 1990: 26-7

CASE

Abstracts of articles 10(4) 1992: 37

CASE STUDIES

Bank marketing – myth or reality? (M.J. Baker) 11(6) 1993: 8-9

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 28-32

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 14-16

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 35-8

How bank loan officers evaluate persons applying for credit (J. Mattsson) 11(2) 1993: 25-33

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 3-9

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 31-4

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 15-18

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-7

CASH AS MEANS OF PAYMENT

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 19

CASH DISPENSERS see ATMs

CASH MANAGEMENT ACCOUNTS

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 32

CASHIERS see TELLERS

CAUSE MARKETING

Abstracts of articles 9(6) 1991: 37; 10(4) 1992: 26; 11(4) 1993: 10

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 6

CAUSE-RELATED MARKETING see CAUSE MARKETING

CENSUS DATA

Abstracts of articles 11(4) 1993: 8

CENTRAL BANKS

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 21-2

(The) problem of risk management in banking in oil-rich Gulf economies (J.R. Presley) 10(1) 1992: 39-40

CENTRALIZATION

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 29

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 27-30

CHANGE (see also TECHNOLOGICAL CHANGE)

(The) changing face of banking (K. Andrew) 8(5) 1990: 3-15

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 30-5

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 25-30

Managing with a changing market (K. Andrew) 8(5) 1990: 52-5

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 6

CHANGE MANAGEMENT

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 15

CHANGING MARKETPLACE

Banking on flexible systems? (K. Andrew) 8(5) 1990: 16

Managing with a changing market (K. Andrew) 8(5) 1990: 52-5

CHANNEL RELATIONSHIPS

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

CHARGE CARDS see CREDIT CARDS

CHARGES ON ACCOUNTS

Bankers to charity (C.J. Cowton) 8(1) 1990: 35

CHARITIES (see also AFFINITY CREDIT CARDS)

Bankers to charity (C.J. Cowton) 8(1) 1990: 35-9

CHECKING ACCOUNTS see CHEQUE ACCOUNTS

CHEQUE ACCOUNTS

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 28

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 32

CHINA, PEOPLE'S REPUBLIC OF (see also SOUTH CHINA ECONOMIC COMMUNITY)

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 29

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10, 15

CHINA, REPUBLIC OF see TAIWAN

CIF see CUSTOMER INFORMATION FILES

CIS see COMPETITOR INFORMATION SYSTEMS

CITIBANK

Abstracts of articles 8(2) 1990: 40; 9(6) 1991: 37; 10(4) 1992: 11

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 11-13

CLERKS AND CLERICAL WORKERS (see also BACKROOM WORKERS; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; SERVERS; STAFF; TELLERS)

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

CLIENT SHARING

Abstracts of articles 10(4) 1992: 16-17

CLIENTS see CUSTOMERS

CLIMATE MONITORS

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 10

CLOSE RELATIONS

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 31-3, 37-8

CLUSTER ANALYSIS

(A) benefit segmentation of the financial planning market (G.N. Soutar and M.M. McNeil) 9(2) 1991: 26-8

Market positioning and performance of foreign banks in Korea (T. Ursacki and I. Vertinsky) 9(5) 1991: 16-21

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 5

CO-OPERATIVE AGREEMENTS (see also JOINT VENTURES; NETWORKS)

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 9

CO-OPERATIVE BANK

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 7

COALITIONS (see also JOINT VENTURES; RECIPROCAL RELATIONSHIPS)

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K-C. Mun) 8(1) 1990: 16

COGNITIVE DISSONANCE

(The) power of impression management (H. Drummond) 11(5) 1993: 22

COLLATERAL

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 25, 28

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 26

COLLEGE STUDENTS see STUDENTS

COMMERCIAL BANKS (see also RETAIL BANKS AND BANKING)

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 30-9

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 15

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 25-30

Relationship marketing and commercial banking: a critical analysis (J. Perrien, P. Filiatrault and L. Ricard) 10(7) 1992: 25-9

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11-16

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11-16

COMMISSION DISCLOSURE

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 7-8

COMMUNICATION (see also ADVERTISING; INTEGRATED COMMUNICATIONS; WRITTEN COMMUNICATION)

Abstracts of articles 10(4) 1992: 20

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 13-14

Developing customer care training programmes (D. Clutterbuck) 10(7) 1992: 19-20

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 15-16

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 15

Skills 8(1) 1990: 19-24; 8(4) 1990: 18-20; 11(1) 1993: 25; 12(1) 1994: 19-20

Strategy and structure in bank advertising: an empirical test (H.A. Laskey, B. Seaton and J.A.F. Nicholls) 10(3) 1992: 3-9

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 6

COMMUNITY SERVICE MARKETING

Abstracts of articles 10(4) 1992: 10

COMPANY PERFORMANCE

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-11

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 25-31

COMPETITION (see also CROSS-BORDER COMPETITION; PRODUCT-BASED COMPETITION)

Abstracts of articles 10(4) 1992: 7, 11

Bank patronage factors of Muslim and non-Muslim customers (S. Haron, N. Ahmad and S.L. Planisek) 12(1) 1994: 32-40

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 26-7

(The) changing face of banking (K. Andrew) 8(5) 1990: 4-5

Credit and charge cards selection criteria in Greece (A. Meidan and D. Davos) 12(2) 1994: 37

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 40

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 30

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 5

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 12-13

How bank loan officers evaluate persons applying for credit (J. Mattsson) 11(2) 1993: 25

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 33

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 19-22

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 4

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 3-9

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 12

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 14-15

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 34

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 13

COMPETITIONS

Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 20-9

COMPETITIVE ADVANTAGE (see also COST COMPETITIVE ADVANTAGE; DIFFERENTIATION COMPETITIVE ADVANTAGE)

Abstracts of articles 8(1) 1990: 40; 10(4) 1992: 21; 11(4) 1993: 9

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 3-9

COMPETITIVE BENCHMARKING

Abstracts of articles 10(4) 1992: 17

COMPETITIVE BREAKTHROUGHS

(The) changing face of banking (K. Andrew) 8(5) 1990: 9

COMPETITIVE MARKETING

Abstracts of articles 11(4) 1993: 9

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 5-14

COMPETITIVE MARKETS

Abstracts of articles 11(4) 1993: 13

COMPETITIVE STRATEGIES

Abstracts of articles 10(4) 1992: 30; 11(4) 1993: 6, 13

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 22-3

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 13

COMPETITIVENESS (see also CORPORATE COMPETITIVENESS)

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 17

COMPETITOR INFORMATION SYSTEMS

Abstracts of articles 12(7) 1994: 28

COMPETITORS see COMPETITION

COMPLAINTS

Abstracts of articles 12(7) 1994: 14

Skills 8(4) 1990: 24; 11(1) 1993: 25

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 7-8, 26-7

COMPLIANCE

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 38

COMPUTER FRAUD

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 37

COMPUTER SOFTWARE (see also SOFTWARE DESIGN)

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 39-46

COMPUTERIZATION

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 27-8

COMPUTERIZED QUALITY ASSURANCE INFORMATION SYSTEMS

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 13-16

COMPUTERS IN FINANCE

Abstracts of articles 11(4) 1993: 38

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 39-46

COMSTRAT

Abstracts of articles 12(7) 1994: 28

CONFLICT

Skills 12(1) 1994: 21-3

CONJOINT ANALYSIS

Credit card development strategies for the youth market: the use of conjoint analysis (A. Kara, E. Kaynak and O. Küçükemiroglu) 12(6) 1994: 31-5

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 31-4

CONSENSUS MARKETING

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 23

CONSUMER ATTITUDES

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-18

(The) impact of waiting in line on consumers (J.-C. Chebat and P. Filiatrault) 11(2) 1993: 35-40

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 7-12

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 3-9

Perceived attributes of ATMs and their marketing implications (R. Rugimbana and P. Iversen) 12(2) 1994: 30-5

CONSUMER AWARENESS

Abstracts of articles 10(4) 1992: 20

Advertising in a deregulated marketplace (K. Andrew) 8(5) 1990: 18

CONSUMER BEHAVIOUR (see also CUSTOMER BEHAVIOUR)

Abstracts of articles 11(4) 1993: 14

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23-34

Consumer buying behaviour in financial services (special issue) (C.T. Ennew, Editor) 10(5) 1992: 3-40

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 4-12

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 25-31

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 36-40

Customer satisfaction measurement: prolonged satisfaction with ATMs (L. Moutinho) 10(7) 1992: 30-7

Customers' risk perceptions of electronic payment systems (S.S.M. Ho and V.T.F. Ng) 12(8) 1994: 26-38

Ethnicity as a factor influencing use of financial services A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

Mapping customer segments for personal financial services (T.S. Harrison) 12(8) 1994: 17-25

Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 21

Venture capital in the UK (K. Robbie and G. Murray) 10(5) 1992: 32-40

CONSUMER BENEFITS

(The) consumer is getting a better deal (K. Andrew) 8(5) 1990: 20

CONSUMER CRITICISM OF ADVERTISING

Abstracts of articles 12(7) 1994: 19

CONSUMER LANGUAGE

Banks and retailing (K. Andrew) 8(5) 1990: 35

CONSUMER NEEDS (see also CUSTOMER NEEDS)

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

This little piggy went to market (K. Andrew) 8(5) 1990: 24-5

CONSUMER PROFILING (see also CUSTOMER PROFILING)

Abstracts of articles 11(4) 1993: 27

CONSUMER PROTECTION

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 4

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

US regulation of foreign banks and the financial services sector (C.W. Hultman) 11(1) 1993: 34-8

CONSUMER RISK PERCEPTION

Customers' risk perceptions of electronic payment systems (S.S.M. Ho and V.T.F. Ng) 12(8) 1994: 26-38

CONSUMER SATISFACTION see CUSTOMER SATISFACTION

CONSUMER SCHIZOPHRENIA

Abstracts of articles 11(4) 1993: 11

CONSUMER STRUCTURES

(The) changing face of banking (K. Andrew) 8(5) 1990: 12

CONSUMERISM

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 3-4

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13

CONSUMERS (see also CUSTOMERS)

Bank marketing – myth or reality? (M.J. Baker) 11(6) 1993: 5-11

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

Direct marketing as a strategic element in banking (K. Andrew) 8(5) 1990: 41

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 11-13

Marketing financial products: problems and opportunities for the retailer (K. Andrew) 8(5) 1990: 37-8

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 31

CONVERSATION CONTROL

Skills 8(4) 1990: 22; 11(1) 1993: 24

CONVERSION THEORY

Abstracts of articles 10(4) 1992: 16

COPYRIGHT see INTELLECTUAL PROPERTY

CORE PRODUCTS

Abstracts of articles 10(4) 1992: 9

CORPORATE ADVERTISING

Abstracts of articles 10(4) 1992: 24

CORPORATE BANKING

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 10-16

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 25-31

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6, 9

CORPORATE BONDS

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 32

CORPORATE BRANDING

Branding financial services (J. Saunders and R. Watters) 11(6) 1993: 35

CORPORATE COMPETITIVENESS

Abstracts of articles 11(4) 1993: 38

CORPORATE CREDIT CARDS

Abstracts of articles 9(2) 1991: 39; 10(4) 1992: 7

CORPORATE CUSTOMERS

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 11-16

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 25-31

CORPORATE ENTERTAINMENT

Abstracts of articles 10(4) 1992: 26

CORPORATE FINANCE

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

CORPORATE FINANCIAL SERVICES

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 9

CORPORATE HOUSING FINANCE

Banking innovations (K. Andrew) 8(5) 1990: 47-8

CORPORATE IDENTITY

Abstracts of articles 11(4) 1993: 27; 12(7) 1994: 20

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 32-9

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

CORPORATE IMAGE

Abstracts of articles 10(4) 1992: 24

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 32-9

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 14

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

CORPORATE LEGAL ADVICE

Abstracts of articles 10(4) 1992: 20

CORPORATE OBJECTIVES

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 15

CORPORATE PERSONALITY

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 32

CORPORATE PLANNING

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-6

CORPORATE QUALITY

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

CORPORATE REPUTATION

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 4-5

CORPORATE STRATEGY

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-6

CORPORATE TREASURERS

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-38

COST-COMPETITIVE ADVANTAGE

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 33

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-5

COST CONTROL

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 29-30

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 28

COST LEADERSHIP

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 9

COSTS

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 5, 9

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 27

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

COSTS DISCLOSURE

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 8

CQAIS see COMPUTERIZED QUALITY ASSURANCE INFORMATION SYSTEMS

CREDENCE QUALITIES

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 5

CREDIT

Abstracts of articles 10(4) 1992: 25

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 10-16

(The) changing face of banking (K. Andrew) 8(5) 1990: 7

How bank loan officers evaluate persons applying for credit (J. Mattsson) 11(2) 1993: 25-34

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 29-31

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 7-8

CRÉDIT AGRICOLE

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 15-18

CREDIT CARD DEBT

Abstracts of articles 8(2) 1990: 40; 11(4) 1993: 18

CREDIT CARD INDUSTRY

Abstracts of articles 11(4) 1993: 37-8

CREDIT CARD MARKETING

Abstracts of articles 8(2) 1990: 40

CREDIT CARDS (see also AFFINITY CREDIT CARDS; CORPORATE CREDIT CARDS; RETAILER CREDIT CARDS)

Abstracts of articles 10(4) 1992: 7, 36

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 3-4

Banking innovations (K. Andrew) 8(5) 1990: 48-9

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 33, 36-8

Credit and charge cards selection criteria in Greece (A. Meidan and D. Davos) 12(2) 1994: 36-44

Credit card development strategies for the youth market: the use of conjoint analysis (A. Kara, E. Kaynak and O. Küçükemiroglu) 12(6) 1994: 30-6

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 13

Globalization of credit card usage: the case of a developing economy (T. Barker and A. Sekerkaya) 10(6) 1992: 27-31

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 28

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-14

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 3-9

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 30

CREDIT CONTROL

Abstracts of articles 11(4) 1993: 19; 12(7) 1994: 22

CREDIT QUALITY

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 36-7

CREDIT SCORING

Abstracts of articles 10(4) 1992: 34; 11(4) 1993: 38

CREDIT UNIONS

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 37-8

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 26

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 4

CRISIS MANAGEMENT

Abstracts of articles 10(4) 1992: 11; 11(4) 1993: 22, 37

Business and bombs: preplanning and response (P.F. Mahoney) 12(2) 1994: 24-9

CRITICAL SUCCESS FACTORS

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 19-25

CROSS-BORDER ACQUISITIONS AND MERGERS

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 12-14

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13, 16

CROSS-BORDER COMPETITION

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 27-8

CROSS-BORDER TRADE

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24

CROSS-BORDER TRADE IN LIFE ASSURANCE

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 29

CROSS-SELLING

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 11-16

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 28

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 18

CSR see CUSTOMER SERVICE REPRESENTATIVES

CULTURAL PROBLEMS

(The) changing face of banking (K. Andrew) 8(5) 1990: 7-8

CULTURE

Abstracts of articles 12(7) 1994: 15

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

Leadership and excellence (B. Wynne) 8(6) 1990: 19

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-1

CUSTOMER-BANKER RELATIONSHIPS see BANKER-CUSTOMER RELATIONSHIPS

CUSTOMER BEHAVIOUR (see also BUYER BEHAVIOUR; CONSUMER BEHAVIOUR)

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E.-B. Radi) 8(4) 1990: 26-35

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 34

CUSTOMER CARE

Abstracts of articles 10(4) 1992: 17, 22

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 26-33

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14, 16

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-10

CUSTOMER CARE TRAINING

Abstracts of articles 8(1) 1990: 40; 11(4) 1993: 22; 12(7) 1994: 14

Developing customer care training programmes (D. Clutterbuck) 10(7) 1992: 17-20

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 5-6

CUSTOMER-CENTRED CULTURE

Abstracts of articles 10(4) 1992: 21

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 16

CUSTOMER-CENTRED QUALITY

Abstracts of articles 11(4) 1993: 20

CUSTOMER CHARTERS

Abstracts of articles 8(1) 1990: 40

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 4

CUSTOMER-CONTACT WORKERS (see also TELLERS)

Abstracts of articles 12(7) 1994: 12

CUSTOMER DATABASES

Abstracts of articles 9(3) 1991: 39; 10(4) 1992: 28, 35-7

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 11-16

Developing and building a management information system (P. Welsh) 8(1) 1990: 18

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 6

CUSTOMER DELIGHT

Abstracts of articles 12(7) 1994: 15

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 15-16, 32-3

CUSTOMER DISSATISFACTION (see also DISSATISFACTION RESPONSE)

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 15

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9-10

CUSTOMER-DRIVEN ENTERPRISE

Abstracts of articles 11(4) 1993: 18

CUSTOMER EDUCATION

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 16

CUSTOMER EXPECTATIONS

Abstracts of articles 12(7) 1994: 16

CUSTOMER FOCUS

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 8

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 15-16, 32-3

CUSTOMER-FOCUSED MANAGEMENT

Abstracts of articles 10(4) 1992: 17

CUSTOMER INFORMATION DATABASES

Abstracts of articles 9(6) 1991: 37; 10(4) 1992: 11

CUSTOMER INFORMATION FILES

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 40

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 40-1

CUSTOMER INFORMATION SYSTEMS

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 37

CUSTOMER INTERFACE

Abstracts of articles 12(7) 1994: 14

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 8, 9, 11

Skills 8(4) 1990: 20-4; 11(1) 1993: 23-5

CUSTOMER LOYALTY

Abstracts of articles 10(4) 1992: 16; 11(4) 1993: 18, 37; 12(7) 1994: 16

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 6

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 17-18

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 34-5

CUSTOMER MOTIVATIONS

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 36-40

CUSTOMER NEEDS (see also CONSUMER NEEDS)

Abstracts of articles 12(7) 1994: 14

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 9-10

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 12-13

CUSTOMER NEWSLETTERS (see also PRIVATE MEDIA)

Abstracts of articles 11(4) 1993: 18

CUSTOMER ORIENTATION

Abstracts of articles 10(4) 1992: 8, 27

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 4

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 31-2

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 20

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

CUSTOMER PARTICIPATION IN AUTOMATED SERVICES

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 37-40

CUSTOMER PREFERENCES

Customer preferences for financial services: an analysis (W.L. Boyd, M. Leonard and C. White) 12(1) 1994: 9-15

CUSTOMER PROBLEMS

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 7-8

CUSTOMER PROFILING

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 5-16

Customer profiling: getting into your customer's shoes (S. Whittle and M. Foster) 9(1) 1991: 17-20

CUSTOMER PROFITABILITY

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 10

CUSTOMER RELATIONSHIPS (see also entries beginning with RELATIONSHIP)

Abstracts of articles 10(4) 1992: 16

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 26-33

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14-15

CUSTOMER RETENTION

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 7

CUSTOMER SATISFACTION (see also CONSUMER SATISFACTION)

Abstracts of articles 10(4) 1992: 22; 11(4) 1993: 19; 12(7) 1994: 12-13, 16

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 33-40

Customer satisfaction measurement: prolonged satisfaction with ATMs (L. Moutinho) 10(7) 1992: 30-7

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 15

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 13-14, 19-20, 26-9, 34, 38-9

Time is central (J.A.F. Nicholls, S. Roslow and J. Tsalikis) 11(5) 1993: 12-18

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9

CUSTOMER SEGMENTS

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 8-9

Mapping customer segments for personal financial services (T.S. Harrison) 12(8) 1994: 17-25

CUSTOMER SERVICE (see also QUALITY; SERVICE QUALITY)

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 16-22

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 18-22

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 12-16

Abstracts of articles 8(1) 1990: 40; 10(4) 1992: 10

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 26-33

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 3-10

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 11-16

Developing an instrument to measure customer service quality in branch banking (N.K. Avkiran) 12(6) 1994: 10-18

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 32-9

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 39

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-35

Skills 8(4) 1990: 20-1; 10(7) 1992: 20-3

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 7-8

CUSTOMER SERVICE REPRESENTATIVES

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 41

CUSTOMER VETTING

Customer vetting: a building society view (K. Andrew) 8(5) 1990: 50-1

CUSTOMERS (see also CONSUMERS; CORPORATE CUSTOMERS; INACTIVE CUSTOMERS)

Abstracts of articles 10(4) 1992: 22; 12(7) 1994: 12

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 27-8

(The) changing face of banking (K. Andrew) 8(5) 1990: 8-9

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-11

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 42

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 4-11

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 4-9

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 13-15

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 20-1

Skills 8(1) 1990: 19-24

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 35

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 25

CYCLICAL MARKETS

Abstracts of articles 11(4) 1993: 8

CZECH REPUBLIC see CZECHOSLOVAKIA

CZECHOSLOVAKIA

Abstracts of articles 11(4) 1993: 12

DATA PROCESSING

Developing and building a management information system (P. Welsh) 8(1) 1990: 18

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7, 9

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 37

DATA PROJECTION INTERFACES

Abstracts of articles 11(4) 1993: 37

DATA PROTECTION DIRECTIVE

Abstracts of articles 10(4) 1992: 37

DATA USE

Abstracts of articles 10(4) 1992: 36

DATABASE MARKETING

Abstracts of articles 10(4) 1992: 25, 26-7; 11(4) 1993: 35, 38, 39

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 11-16

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 17-20

DATABASES (see also CUSTOMER DATABASES; DATABASE MARKETING; LIFESTYLE DATABASES)

Abstracts of articles 10(4) 1992: 37, 38

DCC see DIGITAL COMPUTER CASSETTE

DEBIT CARDS (see also EFTPoS)

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 12-14

DEBT COLLECTION

Abstracts of articles 11(4) 1993: 18, 19; 12(7) 1994: 12, 19

DEBT GAPS

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 26

DECISION MAKING (see also HEURISTICS)

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 10-16

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 15

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24-31

DECISION-MAKING UNITS

Skills 8(1) 1990: 20-2

DECISION-SUPPORT SYSTEMS

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 30

DEFAULT MANAGEMENT

Customer vetting: a building society view (K. Andrew) 8(5) 1990: 51

DEFERRED PAYMENTS

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 9

DELEGATION

Skills 10(3) 1992: 22-3

DELIVERY

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 12-15, 16

DELIVERY SYSTEMS

Abstracts of articles 10(4) 1992: 37-8

DELPHI TECHNIQUE

Consumer adoption of self-service technologies in retail banking: is expert opinion supported by consumer research? (N.E. Marr and G.P. Prendergast) 11(1) 1993: 4-10

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 6-7

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 30

DEMAND CONDITIONS

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 4

DEMAND-LED PLANNING

Abstracts of articles 10(4) 1992: 12-13

DEMOGRAPHIC INFORMATION COMPANIES

Abstracts of articles 11(4) 1993: 27

DEMOGRAPHIC SEGMENTATION

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 37

DEMOGRAPHIC VARIABLES

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 15-16

DEPOSIT INSURANCE

US regulation of foreign banks and the financial services sector (C.W. Hultman) 11(1) 1993: 35-6

DEPOSIT-TAKING COMPANIES

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 13

DEPOSITS

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 11-13

Islamic banking (R. Dixon) 10(6) 1992: 33-4

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 17-18, 21

DERBYSHIRE BUILDING SOCIETY

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 17-20

DEREGULATION

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 40

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 30-1

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 32

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 31

DESIGN

Abstracts of articles 10(4) 1992: 35-6

DESIGN RIGHT see INTELLECTUAL PROPERTY

DEVELOPING COUNTRIES

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 30-9

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E-B. Radi) 8(4) 1990: 25-35

DEVELOPMENT EXPERTISE

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 5-6

DIAGNOSTIC REVIEW PROCESSES

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-7, 10-11

DIFFERENTIATED PRODUCTS

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7, 8-9

DIFFERENTIATION

Abstracts of articles 11(4) 1993: 13

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 5-6

(The) changing face of banking (K. Andrew) 8(5) 1990: 12

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14, 16

DIFFERENTIATION COMPETITIVE ADVANTAGE

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 33

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-5

DIFFERENTIATION LEADERSHIP

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 9

DIGITAL COMPUTER CASSETTE

Abstracts of articles 11(4) 1993: 37

DIGITAL REVOLUTION

Abstracts of articles 12(7) 1994: 18

DIRECT BANKING

Abstracts of articles 10(4) 1992: 38

DIRECT LINE INSURANCE

Abstracts of articles 12(7) 1994: 20

DIRECT MAIL (see also MAILINGS)

Abstracts of articles 10(4) 1992: 25; 11(4) 1993: 27

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 32

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 6, 7

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 6

DIRECT MARKETING

Abstracts of articles 8(6) 1990: 16; 10(4) 1992: 25-8, 36; 11(4) 1993: 25, 27, 35; 12(7) 1994: 10, 18, 21

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 11

Direct marketing as a strategic element in banking (K. Andrew) 8(5) 1990: 40-2

DIRECTION CHANGE

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 6-7

DISABLED

Abstracts of articles 11(4) 1993: 8

DISCIPLINE

Absenteeism control (T.C. Cole and B.H. Kleiner) 10(6) 1992: 20

DISCRIMINANT ANALYSIS

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 20-1

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 8-9

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 13-15

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 26-8

Time is central (J.A.F. Nicholls, S. Roslow and J. Tsalikis) 11(5) 1993: 15

DISCRIMINATING PUBLIC

(The) changing face of banking (K. Andrew) 8(5) 1990: 4

DISINTERMEDIATION

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 17-18, 21

DISSATISFACTION RESPONSE (see also CUSTOMER DISSATISFACTION)

Abstracts of articles 12(7) 1994: 14

DISTRIBUTION (see also BANK DISTRIBUTION)

Abstracts of articles 11(4) 1993: 34

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 26-31

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-35

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 17

DISTRIBUTION CHANNELS

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 26-31

DIVERSIFICATION

Abstracts of articles 10(4) 1992: 9

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14, 16

DIVESTMENTS

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 16

DIVISION BRANDING

Branding financial services (J. Saunders and R. Watters) 11(6) 1993: 35

DIVORCED PERSONS see SINGLE PERSONS

DMU see DECISION-MAKING UNITS

DOCUMENT IMAGE PROCESSING see IMAGING TECHNOLOGY

DOCUMENTARY CREDITS

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 14-15

Islamic banking (R. Dixon) 10(6) 1992: 34

DOMESTIC BANKS

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 5-16

DOMESTIC STRATEGIES

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 32

DOUBLE COUNTING SYSTEMS

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 40

DP see DATA PROCESSING

DRESS

Abstracts of articles 11(4) 1993: 28

(The) power of impression management (H. Drummond) 11(5) 1993: 19

DSS see DECISION-SUPPORT SYSTEMS

E-MAIL

Abstracts of articles 10(4) 1992: 37

EASTERN EUROPE (see also RUSSIA)

Abstracts of articles 10(4) 1992: 7; 11(4) 1993: 12

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 16-17

EASY PAY SYSTEM see EFTPoS

EC (see also EUROPE; SINGLE EUROPEAN MARKET)

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 30-1

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 17-18

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24-5, 28

EDI see ELECTRONIC DATA INTERCHANGE

EEC see EC

EFFORT, PURIFICATION OF see PURIFICATION OF EFFORT

EFTPoS (see also ELECTRONIC FUND TRANSFER SYSTEMS)

Abstracts of articles 10(4) 1992: 37-8

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 36

Customers' risk perceptions of electronic payment systems (S.S.M. Ho and V.T.F. Ng) 12(8) 1994: 26-38

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-14

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-34

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 40

EFTS see ELECTRONIC FUND TRANSFER SYSTEMS

EGYPT

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E-B. Radi) 8(4) 1990: 26

EIRE see IRELAND

ELECTRONIC DATA INTERCHANGE

Abstracts of articles 10(4) 1992: 38; 11(4) 1993: 38; 12(7) 1994: 29

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 40

ELECTRONIC FUND TRANSFER AT POINT OF SALE see EFTPoS

ELECTRONIC FUND TRANSFER SYSTEMS (see also EFTPoS)

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-14

ELECTRONIC MAIL see E-MAIL

ELECTRONIC MARKETING

Abstracts of articles 10(4) 1992: 37

ELECTRONIC MARKETPLACE

Abstracts of articles 10(4) 1992: 37

EMPATHY

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13-14

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 24

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18

EMPLOYEE DEVELOPMENT

Abstracts of articles 11(4) 1993: 6

EMPLOYEES (see also BACKROOM WORKERS; BANK EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; SERVERS; STAFF; TELLERS)

Abstracts of articles 10(4) 1992: 18

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 21-2

EMPOWERMENT

Abstracts of articles 12(7) 1994: 26

ENTERTAINMENT see CORPORATE ENTERTAINMENT

ENTREPRENEURS

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 25

Venture capital in the UK (K. Robbie and G. Murray) 10(5) 1992: 32-40

ENVIRONMENTAL ANALYSIS

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 15

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 14

ENVIRONMENTAL COMMUNICATIONS

Abstracts of articles 11(4) 1993: 7-8

ENVIRONMENTAL COMPLEXITY

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 31-2

ENVIRONMENTAL FACTORS

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 13-14

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11, 14-16

ENVIRONMENTAL INFLUENCES

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 3

ENVIRONMENTAL SUCCESS MEASUREMENT

Abstracts of articles 11(4) 1993: 11

ENVIRONMENTAL TURBULENCE

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 33-40

ENVIRONMENTALISM

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 16-17

EPoS DATA FOR MARKET RESEARCH

Abstracts of articles 11(4) 1993: 37

EPS (EASY PAY SYSTEM) see EFTPoS

EQUITY CAPITAL (see also VENTURE CAPITAL)

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 11-12

EQUITY GAPS

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 25-6

Venture capital in the UK (K. Robbie and G. Murray) 10(5) 1992: 33

ES see EXPERT SYSTEMS

ESTATE AGENCY SERVICES

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 7

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

ETHICS see BUSINESS ETHICS

ETHICS CODE

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 37

ETHNIC MARKETING

Abstracts of articles 8(6) 1990: 16

ETHNICITY

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

EU (EUROPEAN UNION) see EC

EUROFED see EUROPEAN CENTRAL BANK

EUROPE (see also BELGIUM; EASTERN EUROPE; EC; FRANCE; GERMANY; GREECE; ITALY; LUXEMBOURG; RUSSIA; SINGLE EUROPEAN MARKET; SPAIN; SWEDEN; TURKEY; UNITED KINGDOM)

Abstracts of articles 10(4) 1992: 7; 11(4) 1993: 39; 12(7) 1994: 10

Banking innovations (K. Andrew) 8(5) 1990: 49

Why European financial institutions do not test-market new consumer products (A. Mohammed-Salleh and C. Easingwood) 11(3) 1993: 23-7

EUROPEAN BANKING

Abstracts of articles 10(4) 1992: 16

EUROPEAN CENTRAL BANK

Abstracts of articles 9(2) 1991: 39

EUROPEAN COMMUNITY see EC

EUROPEAN MARKET ENTRY

Abstracts of articles 10(4) 1992: 12

EUROPEAN RETAIL BANKING

Abstracts of articles 9(2) 1991: 39; 10(4) 1992: 8

EUROPEAN UNION see EC

EXCELLENCE

Abstracts of articles 10(4) 1992: 13, 19; 11(4) 1993: 22

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 4

Leadership and excellence (B. Wynne) 8(6) 1990: 17-20

EXCHANGE CONTROLS

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

EXECUTIVE INFORMATION SYSTEMS

Abstracts of articles 11(4) 1993: 36-7

EXISTING PRODUCTS

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 5-6

EXPERT ASSESSMENT PERFORMANCE MEASURES

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 5-7

EXPERT IMPRESSIONS

(The) power of impression management (H. Drummond) 11(5) 1993: 21-2

EXPERT SYSTEMS

Abstracts of articles 10(4) 1992: 35; 11(4) 1993: 34, 39; 12(7) 1994: 28

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 41-4

EXPERTISE see DEVELOPMENT EXPERTISE

EXPORT FINANCE

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 10-17

FACTOR ANALYSIS

Affluent investors and mutual fund purchases (N. Capon, G.J. Fitzsimons and R. Weingarten) 12(3) 1994: 20

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 8-13

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 28

(A) benefit segmentation of the financial planning market (G.N. Soutar and M.M. McNeil) 9(2) 1991: 26-7

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 33-8

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 16-17

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E-B. Radi) 8(4) 1990: 34-5

Credit and charge cards selection criteria in Greece (A. Meidan and D. Davos) 12(2) 1994: 41-3

Developing an instrument to measure customer service quality in branch banking (N.K. Avkiran) 12(6) 1994: 13-16

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 13

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7-8

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 17-20

Perceived attributes of ATMs and their marketing implications (R. Rugimbana and P. Iversen) 12(2) 1994: 31

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 4-6

FACTOR CONDITIONS

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 5-6

FACTORING

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 13

Islamic banking (R. Dixon) 10(6) 1992: 34

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 22

FAILURE

Abstracts of articles 10(4) 1992: 21; 12(7) 1994: 15

FALLACIES OF THINKING

Understanding and overcoming fallacies of thinking P.A. Rudolph and B.H. Kleiner) 10(1) 1992: 17-20

FAMILY BUSINESSES

Marketing private banking services to family businesses (D.R. Dreux IV and B.M. Brown) 12(3) 1994: 26-35

FAST-CYCLE-TIME STRATEGY see ACCELERATED PRODUCT DEVELOPMENT

FEDERAL EXPRESS

Abstracts of articles 10(4) 1992: 16

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 28-9

FEEDBACK

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18-20

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 7-10

FEMALES see WOMEN

FIDUCIARY RESPONSIBILITIES

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 5

50-PLUS MARKET (see also OLDER PEOPLE; OVER-55s MARKET)

Abstracts of articles 12(7) 1994: 21

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 26-8

FIMG see FUZZY INDUSTRY MATURITY GRID

FINANCE (see also FINANCIAL SERVICES)

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 3-9

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 25-7

FINANCE GAPS see DEBT GAPS

FINANCIAL CENTRES (see also INTERNATIONAL FINANCIAL CENTRES)

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10-16

FINANCIAL INSTITUTIONS

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28-34

Why European financial institutions do not test-market new consumer products (A. Mohammed-Salleh and C. Easingwood) 11(3) 1993: 23-7

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9

FINANCIAL INSTITUTIONS OTHER THAN BANKS

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 30

FINANCIAL INVESTMENT MARKET

Abstracts of articles 9(6) 1991: 37

FINANCIAL PERFORMANCE MEASURES

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 4-5

FINANCIAL PLANNING

Banking innovations (K. Andrew) 8(5) 1990: 49

(A) benefit segmentation of the financial planning market (G.N. Soutar and M.M. McNeil) 9(2) 1991: 25-9

FINANCIAL POLICY

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 3-11

FINANCIAL SERVICE LAUNCHING

Abstracts of articles 9(1) 1991: 40

FINANCIAL SERVICE PROVIDERS

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 25-8

FINANCIAL SERVICES (see also BANKS AND BANKING; BUILDING SOCIETIES; CORPORATE FINANCIAL SERVICES; FINANCIAL SERVICES ACT 1986; INDUSTRIAL FINANCIAL SERVICES; INSURANCE; INVESTMENT; NEW FINANCIAL SERVICES; PERSONAL FINANCIAL SERVICES)

Abstracts of articles 9(3) 1991: 39; 10(4) 1992: 7, 9

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Branding financial services (J. Saunders and R. Watters) 11(6) 1993: 32-8

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-18

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 4-12

Consumer buying behaviour in financial services (special issue) (C.T. Ennew, Editor) 10(5) 1992: 3-40

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 12-13

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 30-1

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 34-5

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 11-16

Customer preferences for financial services: an analysis (W.L. Boyd, M. Leonard and C. White) 12(1) 1994: 9-15

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-11

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 35-43

Direct marketing as a strategic element in banking (K. Andrew) 8(5) 1990: 40-2

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 19-25

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 4-11

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 25-8

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 3-8

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 3-12

Mapping customer segments for personal financial services (T.S. Harrison) 12(8) 1994: 17-25

Marketing financial products: problems and opportunities for the retailer (K. Andrew) 8(5) 1990: 38

Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 4-8

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 17-20

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 15-22

Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 19-29

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 30-4

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6-8

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 9-16

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 19-25

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V.-W. Mitchell) 12(4) 1994: 3-12

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-8

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 12-18

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 34-5

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 31-4

Why European financial institutions do not test-market new consumer products (A. Mohammed-Salleh and C. Easingwood) 11(3) 1993: 23-7

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 3-11

FINANCIAL SERVICES ACT 1986

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-18

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 25-31

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

FINANCIAL SERVICES LAUNCHING (see also NEW FINANCIAL SERVICES)

Abstracts of articles 10(4) 1992: 30

FINANCIAL SERVICES MARKETING

Abstracts of articles 10(4) 1992: 6, 30

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 3-12

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 40-1

FIRST AID see HELP DESKS

FIRST BANK SYSTEM

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 23-4

FIRST DIRECT

Abstracts of articles 8(2) 1990: 40; 12(7) 1994: 16

FIRST UNION

Abstracts of articles 10(4) 1992: 19

FOCUS GROUPS

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 7-12

FOCUS STRATEGY

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 29-30

FORECASTING

Abstracts of articles 11(4) 1993: 8, 12

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 4-9

FOREIGN BANKS

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 5-16

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 36

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10, 15

Foreign banks and the UK middle corporate market (P. Edwards) 10(5) 1992: 26-31

Market positioning and performance of foreign banks in Korea (T. Ursacki and I. Vertinsky) 9(5) 1991: 14-22

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 28

US regulation of foreign banks and the financial services sector (C.W. Hultman) 11(1) 1993: 34-8

FOREIGN CURRENCY SERVICES

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 15

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 12

FOREIGN EXCHANGE

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 14

FOREIGN INSURERS

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 36

FOREIGN MARKET ENTRY

Abstracts of articles 10(4) 1992: 13-14

FORFEITING (see also FACTORING)

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 13

FRANCE

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 44

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 11-19

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 14

FRANCHISING

Abstracts of articles 10(4) 1992: 9-10; 11(4) 1993: 7; 12(7) 1994: 7, 9

FRAUD (see also COMPUTER FRAUD)

Abstracts of articles 12(7) 1994: 8

FREE GIFTS

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 6

FRONT-DESK JOBS (see also BACKROOM WORKERS; BANK EMPLOYEES; EMPLOYEES; FRONT-LINE STAFF; PERSONNEL; SERVERS; STAFF; TELLERS)

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 11-17

FRONT-LINE STAFF (see also BANK EMPLOYEES; EMPLOYEES; FRONT-DESK JOBS; PERSONNEL; SERVERS; STAFF; TELLERS)

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 5, 10

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 15

FRONT OFFICE AND BACKROOM INTERACTION

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-30

FSA see FINANCIAL SERVICES ACT 1986

FSP see FINANCIAL SERVICE PROVIDERS

FUNDS MANAGEMENT

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 6

FUZZY INDUSTRY MATURITY GRID

(The) fuzzy industry maturity grid (FIMG): its application to the Singapore banking industry (P.H. Tay and S.E. Ong) 12(4) 1994: 36-44

GATEWAY CITIES

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 5, 9

GENERIC STRATEGY

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 4

GEODEMOGRAPHICS

Abstracts of articles 11(4) 1993: 36

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 18-20

GEOGRAPHIC INFORMATION SYSTEMS

Abstracts of articles 11(4) 1993: 35

GEOGRAPHIC SEGMENTATION

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 4

GERMANY

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 29

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 15

GERONTOGRAPHICS see 50-PLUS MARKET; OLDER PEOPLE; OVER-55s MARKET

GIFTS see FREE GIFTS

GIROBANK
Abstracts of articles 11(4) 1993: 7

GIS see GEOGRAPHIC INFORMATION SYSTEMS

GLOBAL COMPETITION
Abstracts of articles 11(4) 1993: 14-15

GLOBAL CUSTODY
Abstracts of articles 8(6) 1990: 16; 10(4) 1992: 12

GLOBAL EXPANSION
Abstracts of articles 8(2) 1990: 40

GLOBAL INDUSTRIES
Abstracts of articles 11(4) 1993: 16

GLOBAL MARKETING
Abstracts of articles 11(4) 1993: 8
Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 11-13

GLOBAL RELATIONSHIP BANKING
Abstracts of articles 10(4) 1992: 9

GLOBAL SERVICE QUALITY
Abstracts of articles 11(4) 1993: 20

GLOBAL STRATEGIES
Abstracts of articles 12(7) 1994: 6, 9
European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 32

GLOBALIZATION
Abstracts of articles 10(4) 1992: 9
Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 4
Globalization of credit card usage: the case of a developing economy (T. Barker and A. Sekerkaya) 10(6) 1992: 27-31
(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5

GOVERNMENT
Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 13

GOVERNMENT BONDS
Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 17-18

GOVERNMENT CONTROLS
(The) changing face of banking (K. Andrew) 8(5) 1990: 9-10

GOVERNMENT IMPACT
(The) changing face of banking (K. Andrew) 8(5) 1990: 6

GRAPHIC SCALING
Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V.-W. Mitchell) 12(4) 1994: 6

GREECE
Credit and charge cards selection criteria in Greece (A. Meidan and D. Davos) 12(2) 1994: 36-44

GREEN CONSUMERISM
Abstracts of articles 11(4) 1993: 9

GREEN SELL
Abstracts of articles 11(4) 1993: 27

GROUP DYNAMICS
Skills 9(6) 1991: 21-4

GROWTH, FINANCE FOR
(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 25

GUARANTEE, LETTERS OF
Islamic banking (R. Dixon) 10(6) 1992: 33

(THE) GULF (see also KUWAIT; SAUDI ARABIA)
(The) problem of risk management in banking in oil-rich Gulf economies (J.R. Presley) 10(1) 1992: 26-40

HALIFAX BUILDING SOCIETY
Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 5-9

HARMONIZATION
(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

HEAD OFFICES
Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28-34

HEADQUARTERS see HEAD OFFICES; OPERATIONAL HEADQUARTERS

HELP DESKS

Abstracts of articles 10(4) 1992: 34; 11(4) 1993: 10

HEURISTICS (see also DECISION MAKING)

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 10-16

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 32-4

HIGH STREET BANKING

Abstracts of articles 10(4) 1992: 13; 12(7) 1994: 15

HIGH STREET COMPETITION

Abstracts of articles 9(6) 1991: 37

HIGH VELOCITY MARKETS

Abstracts of articles 12(7) 1994: 7

HISPANIC CONSUMERS

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

HOME BANKING

Abstracts of articles 10(4) 1992: 30, 38

HOME-BASED BANKING CENTRES

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 11

HOME COUNTRY CONTROL

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

HONG KONG (see also SOUTH CHINA ECONOMIC COMMUNITY)

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 3-16

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23-34

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 33-40

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 25-31

Customers' risk perceptions of electronic payment systems (S.S.M. Ho and V.T.F. Ng) 12(8) 1994: 26-38

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10-16

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 35-40

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-15

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 11-18

HONG KONG AND SHANGHAI BANKING CORPORATION see HSBC HOLDINGS

HORIZONTAL ORGANIZATION

Abstracts of articles 10(4) 1992: 17

HOUSE MORTGAGE MARKETS see MORTGAGE MARKETS

HOUSEKEEPING

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 8-10

HSBC HOLDINGS

Abstracts of articles 12(7) 1994: 9

HUB-AND-SPOKE BRANCHING

Abstracts of articles 10(4) 1992: 37-8

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 29

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 7-8

HUMAN RESOURCES

Abstracts of articles 10(4) 1992: 12; 11(4) 1993: 20

HUNGARY

Abstracts of articles 11(4) 1993: 12

HYPERCUBE

(The) fuzzy industry maturity grid (FIMG): its application to the Singapore banking industry (P.H. Tay and S.E. Ong) 12(4) 1994: 39

IEM see INTERACTIVE ELECTRONIC MEDIA

IFA see INDEPENDENT FINANCIAL ADVICE; INDEPENDENT FINANCIAL ADVISERS

IFC see INTERNATIONAL FINANCIAL CENTRES

IMAGE (see also CORPORATE IMAGE)

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 4-5

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 12

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 18

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9

IMAGE CONSULTING

Abstracts of articles 11(4) 1993: 26

IMAGE-TYPE ADVERTISEMENTS see TRANSFORMATIONAL ADVERTISEMENTS

IMAGING TECHNOLOGY

Abstracts of articles 10(4) 1992: 38; 12(7) 1994: 29

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 29

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 40

IMG see INDUSTRY MATURITY GRID

IMMIGRATION

Immigrants from Russia: a marketing challenge for Israel's banks (D. Boneh) 9(3) 1991: 9-10

IMPORT FINANCE

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 14-15

IMPRESSION MANAGEMENT

(The) power of impression management (H. Drummond) 11(5) 1993: 19-23

IMPROVEMENT see QUALITY

INACTIVE CUSTOMERS

Abstracts of articles 12(7) 1994: 19

INCENTIVES IN DIRECT MAILING

Abstracts of articles 11(4) 1993: 27

INCENTIVES TO SALESPEOPLE

Abstracts of articles 8(1) 1990: 40; 11(4) 1993: 28

INCENTIVES TO STAFF

Abstracts of articles 11(4) 1993: 13-14

Tellers into sellers? (D. Burton) 9(6) 1991: 28-9

INCOME

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 27

INCOME GEARING

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 3-4

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 27

INDEPENDENT FINANCIAL ADVICE

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-18

INDEPENDENT FINANCIAL ADVISERS

Abstracts of articles 10(4) 1992: 24

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14, 16

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 26-31

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 32, 34

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 13-16

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 7

INDEPENDENT INSURANCE

Abstracts of articles 10(4) 1992: 9

INDEPENDENT INTERMEDIARIES see INDEPENDENT FINANCIAL ADVISERS

INDUSTRIAL FINANCIAL SERVICES

Abstracts of articles 10(4) 1992: 31

INDUSTRIAL PATTERNS

(The) changing face of banking (K. Andrew) 8(5) 1990: 10-12

INDUSTRY MATURITY GRID (see also FUZZY INDUSTRY MATURITY GRID)

(The) fuzzy industry maturity grid (FIMG): its application to the Singapore banking industry (P.H. Tay and S.E. Ong) 12(4) 1994: 33-6

INDUSTRY SEGMENTATION

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 4

INFLUENCING SKILLS

Skills 8(2) 1990: 21-3

INFORMATION (see also MISINFORMATION)

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 3-9

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24-31

INFORMATION-CHAIN-BASED MANAGEMENT

Abstracts of articles 12(7) 1994: 29

INFORMATION GATHERING

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 14-15

INFORMATION LINKS

Abstracts of articles 10(4) 1992: 37

INFORMATION SEARCH

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 26

INFORMATION SYSTEMS (see also COMPETITOR INFORMATION SYSTEMS; CUSTOMER INFORMATION SYSTEMS; EXECUTIVE INFORMATION SYSTEMS; GEOGRAPHIC INFORMATION SYSTEMS; MANAGEMENT INFORMATION SYSTEMS; MARKETING INFORMATION SYSTEMS)

Abstracts of articles 10(4) 1992: 37, 39; 11(4) 1993: 39

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 13-16

INFORMATION TECHNOLOGY

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 34-9

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 34-9

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 28-9

Abstracts of articles 9(2) 1991: 39

Banking on flexible systems? (K. Andrew) 8(5) 1990: 16-17

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 6-7

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 37

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 39-46

INFORMATIONAL ADVERTISEMENTS

Strategy and structure in bank advertising: an empirical test (H.A. Laskey, B. Seaton and J.A.F. Nicholls) 10(3) 1992: 3-4

INFORMATIONALIZATION

Abstracts of articles 11(4) 1993: 39

INFOTAINMENT

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 10-16

INNOVATION

Abstracts of articles 11(4) 1993: 30

Banking innovations (K. Andrew) 8(5) 1990: 46-9

(The) changing face of banking (K. Andrew) 8(5) 1990: 14

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-15

INNOVATION DILEMMA

Abstracts of articles 11(4) 1993: 15

INSURANCE (see also BANCASSURANCE; LIFE INSURANCE)

Abstracts of articles 10(4) 1992: 13

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 13

INSURANCE BONDS

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 5

INSURANCE COMPANIES (see also LIFE INSURANCE COMPANIES)

Abstracts of articles 10(4) 1992: 24, 30, 34

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 5-14

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 26

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

INSURANCE DIRECTIVES

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

INSURANCE MARKETING

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 5-14

INSURANCE MARKETS

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6, 8

INSURANCE PRODUCT DEVELOPMENT

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 5-14

INSURANCE SERVICES OF BANKS

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 30

INSURER AND BANK LINKS see BANK AND INSURER LINKS

INTEGRATED COMMUNICATIONS

Abstracts of articles 10(4) 1992: 7

INTEGRATED SERVICES DIGITAL NETWORKS

Abstracts of articles 11(4) 1993: 16, 34

INTEGRATION RITES see RITES OF INTEGRATION

INTELLECTUAL PROPERTY

Abstracts of articles 11(4) 1993: 11-12

INTERACTION (see also AUDIENCE INTERACTION)

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 24-5

INTERACTIVE ELECTRONIC MEDIA

Abstracts of articles 10(4) 1992: 26; 12(7) 1994: 28

Open learning for business success at Bradford & Bingley Building Society (P. Ferrar) 9(4) 1991: 18

INTERACTIVE MARKETING

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 23-4

INTERACTIVE VIDEO see INTERACTIVE ELECTRONIC MEDIA

INTERMEDIARIES

Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 4-8

INTERMEDIARY SUPPORT

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7

INTERNAL MARKETING

Abstracts of articles 12(7) 1994: 9-10

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 4

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 21-2

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7-9

INTERNAL SERVICES

Abstracts of articles 10(4) 1992: 20-1

INTERNATIONAL BANKING

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 5-7, 9

Islamic banking (R. Dixon) 10(6) 1992: 34-6

INTERNATIONAL BRANDS

(The) changing face of banking (K. Andrew) 8(5) 1990: 11-12

INTERNATIONAL COMMERCIAL BANKING

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 6-7

INTERNATIONAL COUNTERTRADE

Abstracts of articles 11(4) 1993: 13

INTERNATIONAL FINANCIAL CENTRES

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 4-10

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 10-12

INTERNATIONAL FINANCIAL FIRMS

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 5-7

INTERNATIONAL MARKETS
Abstracts of articles 11(4) 1993: 7; 12(7) 1994: 6

INTERNATIONAL PROCUREMENT OFFICES
Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7

INTERNATIONALIZATION see GLOBALIZATION

INTERORGANIZATIONAL ANALYSIS
Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 15

INTERORGANIZATIONAL INFORMATION SYSTEMS
Abstracts of articles 10(4) 1992: 37

INTERRUPTED SERVICE
(The) impact of waiting in line on consumers (J.-C. Chebat and P. Filiatrault) 11(2) 1993: 36-40

INVESTMENT
Affluent investors and mutual fund purchases (N. Capon, G.J. Fitzsimons and R. Weingarten) 12(3) 1994: 17-25

Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 4-8

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 9-16

INVESTMENT HOUSES
Abstracts of articles 10(4) 1992: 31

INVESTMENT INTENSITY
Abstracts of articles 10(4) 1992: 13

INVESTMENT PRODUCTS
Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

INVESTMENT SERVICES DIRECTIVE
(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

INVESTOR RELATIONS
Abstracts of articles 10(4) 1992: 6

IOS see INTERORGANIZATIONAL INFORMATION SYSTEMS

IPO see INTERNATIONAL PROCUREMENT OFFICES

IRELAND
Abstracts of articles 12(7) 1994: 18

IRVING TRUST COMPANY
Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 38

IS see INFORMATION SYSTEMS

ISDN see INTEGRATED SERVICES DIGITAL NETWORKS

ISLAM AND BANKING (see also ISLAMIC BANKING)
Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 29

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11, 16

ISLAMIC BANKING
Bank patronage factors of Muslim and non-Muslim customers (S. Haron, N. Ahmad and S.L. Planisek) 12(1) 1994: 32-40

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E-B. Radi) 8(4) 1990: 25-35

Islamic banking (R. Dixon) 10(6) 1992: 32-7

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 26

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 13

ISO 9000 see BS 5750

ISRAEL
Immigrants from Russia: a marketing challenge for Israel's banks (D. Boneh) 9(3) 1991: 9-10

IT see INFORMATION TECHNOLOGY

ITALY
Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 17-23

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6-7

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 14

IV (INTERACTIVE VIDEO) see INTERACTIVE ELECTRONIC MEDIA

JACK-KNIFE ANALYSIS

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 8

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 27-8

JAPAN (see also TOKYO)

Abstracts of articles 8(2) 1990: 40; 10(4) 1992: 9; 11(4) 1993: 9, 11, 24

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7-8

Global marketing innovation in consumer banking: Japan (K.A. Grossberg) 9(5) 1991: 11-13

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 3-8

JAPANESE BANKS

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 36

Market positioning and performance of foreign banks in Korea (T. Ursacki and I. Vertinsky) 9(5) 1991: 16, 19

JAPANESE CULTURE (RELATIONSHIPS AND NEGOTIATIONS)

Abstracts of articles 11(4) 1993: 22

JAPANESE SERVICE DELIVERY

Abstracts of articles 10(4) 1992: 18

JIT see JUST-IN-TIME

JOB SATISFACTION

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

JOB SCRIPTING

Abstracts of articles 10(4) 1992: 20

JOINT PRODUCT DEVELOPMENT

Abstracts of articles 11(4) 1993: 31-2

JOINT VENTURES (see also COALITIONS; RECIPROCAL RELATIONSHIPS)

Abstracts of articles 10(4) 1992: 7, 9

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 30-1

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 30-1

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 16

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 18

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 8

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 8-10

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 13-14

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

JORDAN

Conventional and Islamic banks: patronage behaviour of Jordanian customers (C. Erol, E. Kaynak and E-B. Radi) 8(4) 1990: 25-35

JUDGEMENT (see also DECISION MAKING; HEURISTICS)

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 10-16

JUDGEMENTAL MODELLING

Abstracts of articles 12(7) 1994: 29

JUST-IN-TIME

Abstracts of articles 10(4) 1992: 18; 11(4) 1993: 38

KBS see KNOWLEDGE-BASED SYSTEMS

KNOW-HOW see DEVELOPMENT EXPERTISE; INTELLECTUAL PROPERTY

KNOWLEDGE-BASED SYSTEMS

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 42-4

KOREA

Market positioning and performance of foreign banks in Korea (T. Ursacki and I. Vertinsky) 9(5) 1991: 14-22

KUWAIT (see also (THE) GULF)

ATM banking behaviour in Kuwait: a consumer survey (A.B. El-Haddad and M.A. Almahmeed) 10(3) 1992: 25-32

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 25-30

LADIES see WOMEN

LANGUAGE

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

LAPTOP COMPUTERS

Abstracts of articles 10(4) 1992: 35

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 37

LD see LIFESTYLE DATABASES

LEAD USERS

Abstracts of articles 11(4) 1993: 31-2

LEADERSHIP (see also MANAGEMENT; QUALITY LEADERSHIP)

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28-34

Leadership and excellence (B. Wynne) 8(6) 1990: 17-20

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 12-16

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 23-4, 30-1

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 6-7

LEARNING

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 30-1

LEARNING ORGANIZATIONS

Abstracts of articles 11(4) 1993: 6, 14

LEASE FINANCING

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 13

LEASING COMPANIES

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 22

LEEDS PERMANENT BUILDING SOCIETY

Abstracts of articles 10(4) 1992: 36

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 7-8

LEGAL & GENERAL

Abstracts of articles 10(4) 1992: 34; 12(7) 1994: 13, 15

LEGAL ADVICE see CORPORATE LEGAL ADVICE

LEGAL PROFESSION MARKETING

Abstracts of articles 10(4) 1992: 10

LEGISLATION

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 35

LETTER WRITING

Skills 8(6) 1990: 21-2

LETTERS OF CREDIT see DOCUMENTARY CREDITS

LIBERALIZATION OF FINANCIAL MARKETS

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5-9

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24

LICENSED DEPOSIT TAKERS

Islamic banking (R. Dixon) 10(6) 1992: 34-5

LIFE CYCLE SEGMENTATION

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 4

LIFE DIRECTIVES

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 29

LIFE EVENTS

Skills 10(6) 1992: 24-5

LIFE INSURANCE (see also BANCASSURANCE)

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 25-31

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 29-36

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 18

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

LIFE INSURANCE COMPANIES

Abstracts of articles 12(7) 1994: 20

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 31-4

LIFE OFFICE STRATEGIES

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 33-4

LIFESTYLE DATABASES

Abstracts of articles 10(4) 1992: 35

LIFETIME VALUE

Abstracts of articles 8(1) 1990: 40

LIKEABILITY

Abstracts of articles 11(4) 1993: 24

LINE OF BUSINESS

Abstracts of articles 11(4) 1993: 9

LIQUIDITY FINANCING

Islamic banking (R. Dixon) 10(6) 1992: 34

LIST BROKERS

Abstracts of articles 11(4) 1993: 27

LISTENING

Abstracts of articles 11(4) 1993: 18

Skills 8(4) 1990: 23-4; 11(5) 1993: 23-6

LITIGATION

Abstracts of articles 10(4) 1992: 11

LLOYDS BANK

Abstracts of articles 12(7) 1994: 9

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 5-8

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 31, 34-8

LOAN EVALUATION

How bank loan officers evaluate persons applying for credit (J. Mattsson) 11(2) 1993: 25-34

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24-5, 26

LOAN GAPS see DEBT GAPS

LOAN PORTFOLIOS

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 35-6

LOANS (see also BANK CREDIT MARKET; CREDIT; PERSONAL LOANS; TERM LOANS)

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 18-19, 21

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V.-W. Mitchell) 12(4) 1994: 8-9

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 8-9

LOB see LINE OF BUSINESS

LOCATION

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 5, 9

LOGISTICS

Abstracts of articles 11(4) 1993: 10, 20

LONG-TERM DEBT

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 27

LONG-TERM OBJECTIVES

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 29-30

LONG-TERM PROFITABILITY

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 17-18

LOW PRICE

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7

LOWBALLING

Abstracts of articles 10(4) 1992: 6

LOYALTY-BASED MANAGEMENT

Abstracts of articles 11(4) 1993: 18

LUXEMBOURG

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 15

MAIL ORDER

Abstracts of articles 11(4) 1993: 25

MAILINGS (see also DIRECT MAIL)

Abstracts of articles 10(4) 1992: 24

MAINFRAME COMPUTERS

Abstracts of articles 11(4) 1993: 35

MALAYSIA

Bank patronage factors of Muslim and non-Muslim customers (S. Haron, N. Ahmad and S.L. Planisek) 12(1) 1994: 32-40

MANAGEMENT (see also BANK MANAGEMENT; BUSINESS MANAGEMENT; CAMPAIGN MANAGEMENT; CRISIS MANAGEMENT; CUSTOMER-FOCUSED MANAGEMENT; DEFAULT MANAGEMENT; FUNDS MANAGEMENT; IMPRESSION MANAGEMENT; INFORMATION-CHAIN-BASED MANAGEMENT; LEADERSHIP; LOYALTY-BASED MANAGEMENT; RISK MANAGEMENT)

Abstracts of articles 12(7) 1994: 6

Leadership and excellence (B. Wynne) 8(6) 1990: 17-20

Managing with a changing market (K. Andrew) 8(5) 1990: 52-5

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 21

Skills 10(3) 1992: 20-2

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4

MANAGEMENT BY WANDERING ABOUT AND ASKING STAFF

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 15

MANAGEMENT CONSULTING

Abstracts of articles 10(4) 1992: 6, 8, 17, 25-6

MANAGEMENT CONTROL

Abstracts of articles 11(4) 1993: 6

MANAGEMENT CONTROL IN SALESFORCES

Abstracts of articles 9(1) 1991: 40

MANAGEMENT DEFICIENCIES

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 35

MANAGEMENT EDUCATION

Abstracts of articles 11(4) 1993: 15

MANAGEMENT INFORMATION SYSTEMS

Developing and building a management information system (P. Welsh) 8(1) 1990: 17-18

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 30

MANAGEMENT SUCCESSION

Marketing private banking services to family businesses (D.R. Dreux IV and B.M. Brown) 12(3) 1994: 31-4

MANAGERS see BRANCH MANAGERS

MANAGING CUSTOMER RELATIONSHIPS

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

MANILA

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8

MARGINAL NEW PRODUCTS

Abstracts of articles 11(4) 1993: 32

MARGINS

Abstracts of articles 10(4) 1992: 9

(The) changing face of banking (K. Andrew) 8(5) 1990: 6-7

MARITAL STATUS see SINGLE PERSONS

MARKET CHALLENGER STRATEGIES

What you always wanted to know about marketing strategy but were too confused to ask (G. McDonald and C. Roberts) 11(1) 1993: 21-2

MARKET GROWTH

Abstracts of articles 10(4) 1992: 13

MARKET INTELLIGENCE

Abstracts of articles 11(4) 1993: 11

MARKET LEADER STRATEGIES

What you always wanted to know about marketing strategy but were too confused to ask (G. McDonald and C. Roberts) 11(1) 1993: 20-1

MARKET MODELLING

Abstracts of articles 10(4) 1992: 36

MARKET NICHES (see also NICHE MARKETS)

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 15

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-5

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 9

MARKET PORTFOLIOS

Abstracts of articles 12(7) 1994: 6

MARKET POSITIONING

Market positioning and performance of foreign banks in Korea (T. Ursacki and I. Vertinsky) 9(5) 1991: 16-21

MARKET RESEARCH (see also MARKETING RESEARCH; REAL-TIME MARKET RESEARCH)

Abstracts of articles 11(4) 1993: 11, 37

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 11-16

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 40-2

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 18

Immigrants from Russia: a marketing challenge for Israel's banks (D. Boneh) 9(3) 1991: 10

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43-5

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 21-2

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7

This little piggy went to market (K. Andrew) 8(5) 1990: 24

MARKET SEGMENTATION see SEGMENTATION

MARKET SEGMENTS (see also CUSTOMER SEGMENTS)

Adult singles: an untapped market (J.J. Burnett) 8(4) 1990: 10

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 14-15

MARKET SHARE

Abstracts of articles 10(4) 1992: 13; 12(7) 1994: 6-7, 10

Bankers to charity (C.J. Cowton) 8(1) 1990: 37-9

Effectiveness of the advertising expenditure of Australian banks (M.M. Metwally) 11(7) 1993: 25-7

What you always wanted to know about marketing strategy but were too confused to ask (G. McDonald and C. Roberts) 11(1) 1993: 20-1

MARKET SPECIALIZATION STRATEGIES

What you always wanted to know about marketing strategy but were too confused to ask (G. McDonald and C. Roberts) 11(1) 1993: 22

MARKET SURVIVAL

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 28

MARKETING (see also ACCOUNTANCY MARKETING; AFFINITY MARKETING; BANK MARKETING; BRANCH MARKETING; CAUSE MARKETING; COMMUNITY SERVICE MARKETING; COMPETITIVE MARKETING; CONSENSUS MARKETING; CREDIT CARD MARKETING; DATABASE MARKETING; DIRECT MARKETING; ELECTRONIC MARKETING; ETHNIC MARKETING; FINANCIAL SERVICES MARKETING; GLOBAL MARKETING; INSURANCE MARKETING; INTERACTIVE MARKETING; INTERNAL MARKETING; LEGAL PROFESSION MARKETING; NICHE MARKETING; RELATIONSHIP MARKETING; SERVICE MARKETING; SERVICE-ORIENTED MARKETING STRATEGY; SIMULATED TEST MARKETING; STRATEGIC BANK MARKETING; STRATEGIC MARKETING; TARGET MARKETING; TELEMARKETING; TEST MARKETING)

Abstracts of articles 11(4) 1993: 9

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 6-7

MARKETING AUTOMATION

Abstracts of articles 10(4) 1992: 38

MARKETING CULTURE MEASUREMENT

Abstracts of articles 10(4) 1992: 8

MARKETING DATABASES

Abstracts of articles 10(4) 1992: 24

MARKETING DEPARTMENTS INFLUENCE AND RELATIONSHIPS

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 6-9, 11

MARKETING EXPENDITURE

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 30-4

MARKETING FUNCTIONS

(The) changing face of banking (K. Andrew) 8(5) 1990: 13-14

MARKETING INFORMATION SYSTEMS

Abstracts of articles 12(7) 1994: 28

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 17-20

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 6-7

MARKETING INTEGRATION

Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 26

MARKETING MANAGEMENT

Abstracts of articles 12(7) 1994: 6

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 3-12

MARKETING MANAGERS

Abstracts of articles 11(4) 1993: 12

MARKETING MIX

Abstracts of articles 10(4) 1992: 19; 12(7) 1994: 10

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 17

MARKETING MYOPIA

Abstracts of articles 11(4) 1993: 10

MARKETING OBJECTIVES

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 15-16

MARKETING ORIENTATION

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 4

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 20

MARKETING PLANNING

Abstracts of articles 11(4) 1993: 15

(The) changing face of banking (K. Andrew) 8(5) 1990: 13

This little piggy went to market (K. Andrew) 8(5) 1990: 23-4

MARKETING REDEFINED

Abstracts of articles 10(4) 1992: 8

MARKETING RESEARCH (see also MARKET RESEARCH)

Abstracts of articles 10(4) 1992: 6

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 29

MARKETING STRATEGY

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 6-14

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 6-16

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 6-10

ATM banking behaviour in Kuwait: a consumer survey (A.B. El-Haddad and M.A. Almahmeed) 10(3) 1992: 31

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-11

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 32-6

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 3-8

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 12

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 5-7

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 25-30

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 25-31

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14-16

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 36-8

What you always wanted to know about marketing strategy but were too confused to ask (G. McDonald and C. Roberts) 11(1) 1993: 18-22

MARKETING STRUCTURES

(The) changing face of banking (K. Andrew) 8(5) 1990: 12-13

MARKETING TECHNIQUES

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7

MARKS & SPENCER

Abstracts of articles 10(4) 1992: 10; 11(4) 1993: 6

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 5-7

MBWA see MANAGEMENT BY WANDERING ABOUT AND ASKING STAFF

MEDIA COMMUNICATIONS

Abstracts of articles 11(4) 1993: 8; 12(7) 1994: 8

Business and bombs: preplanning and response (P.F. Mahoney) 12(2) 1994: 29

MEDIUM-SIZED BUSINESSES (see also SMALL AND MEDIUM-SIZED ENTERPRISES)

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 13-15

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

MEETINGS

Skills 9(3) 1991: 21-4

MERCHANT BANKS

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 12-16

MERGERS see ACQUISITIONS AND MERGERS

MICROSEGMENTATION

Abstracts of articles 10(4) 1992: 27

MIDLAND BANK (see also FIRST DIRECT)

Abstracts of articles 8(2) 1990: 40; 8(6) 1990: 16; 12(7) 1994: 9

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 5-8

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 31-4, 36-8

MIS see MANAGEMENT INFORMATION SYSTEMS; MARKETING INFORMATION SYSTEMS

MISINFORMATION

Coping with misinformation (D. Sims) 12(1) 1994: 16-19

MKIS see MARKETING INFORMATION SYSTEMS

MNC see MULTINATIONAL COMPANIES

MODELLING (see also JUDGEMENTAL MODELLING; MARKET MODELLING)

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 6-12

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 27-30

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 20-3

MOMENTS OF TRUTH

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 17

MONEY EXCHANGERS

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 13

MONEY MANAGEMENT

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 27

MONEY MARKET

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 14

MONEY TRANSMISSION

Banking innovations (K. Andrew) 8(5) 1990: 48

MONITORING PERFORMANCE (see also PERFORMANCE MEASUREMENT; QUANTIFYING PERFORMANCE)

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 19-20

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 13

MONTREAL TRUST

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 3-14

MORAL HAZARD

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 6, 8-9

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24, 25, 28

MORTGAGE MARKETS

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 3-10

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 7

MOT see MOMENTS OF TRUTH

MOTIVATION

Abstracts of articles 11(4) 1993: 13-14; 12(7) 1994: 24

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

Success in selling – the current challenge in banking B. Stephenson and J. Kiely) 9(2) 1991: 32-3

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 5, 7, 10-11

MR see MARKET RESEARCH

MULTI-CHANNELLING

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 30-1

MULTIBRANCH BANKING

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 26-31

MULTIDOMESTIC STRATEGIES

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 32

MULTIMEDIA TECHNOLOGY

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 3-9

MULTINATIONAL COMPANIES

Abstracts of articles 12(7) 1994: 10

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11

MULTIPLE BANKING (see also SPLIT BANKING)

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23-34

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

MUSLIM CUSTOMERS (see also ISLAM AND BANKING; ISLAMIC BANKING)

Bank patronage factors of Muslim and non-Muslim customers (S. Haron, N. Ahmad and S.L. Planisek) 12(1) 1994: 32-40

MUTUAL FUNDS (see also UNIT TRUSTS)

Affluent investors and mutual fund purchases (N. Capon, G.J. Fitzsimons and R. Weingarten) 12(3) 1994: 17-25

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 18, 22

MUTUAL RECOGNITION

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

NATIONAL & PROVINCIAL BUILDING SOCIETY

Abstracts of articles 9(6) 1991: 37; 10(4) 1992: 30-1

NATIONAL SAVINGS

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 5

NATIONAL WESTMINSTER BANK see also NATWEST LIFE)

Abstracts of articles 10(4) 1992: 18, 34, 35

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 5-8

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 31-8

This little piggy went to market (K. Andrew) 8(5) 1990: 21-8

NATIONWIDE ANGLIA BUILDING SOCIETY

Abstracts of articles 10(4) 1992: 16

NATWEST LIFE

Abstracts of articles 11(4) 1993: 39

NEGOTIATION SKILLS

Abstracts of articles 11(4) 1993: 26

Skills 10(1) 1992: 21-4

NETWORKING (see also STRATEGIC NETWORKING)

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 29

NETWORKS (see also BRANCH NETWORKS; JOINT VENTURES; NEURAL NETWORKS; REFERRAL NETWORKS)

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 9

NEURAL NETWORKS

Abstracts of articles 12(7) 1994: 28

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 42, 44-5

NEVER-MARRIED PERSONS see SINGLE PERSONS

NEW BRANCHES

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 12

NEW FINANCIAL SERVICES (see also FINANCIAL SERVICES LAUNCHING)

Abstracts of articles 11(4) 1993: 31

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 35-43

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 3-8

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 3-10

NEW MARKETS

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 6-7

NEW PRODUCT DEVELOPMENT (see also NEW PRODUCTS; NEW SERVICE DEVELOPMENT; NEW SERVICES; entries beginning with PRODUCT; PRODUCTS; entries beginning with SERVICE; SERVICES)

Abstracts of articles 9(6) 1991: 37; 10(4) 1992: 30-2; 11(4) 1993: 31; 12(7) 1994: 25-6

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 35-43

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28-34

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 5-14

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7, 8, 11

New product development in the financial services sector (special issue) (C. Easingwood, Editor) 11(3) 1993: 3-43

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 15-22

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 12-13

Why European financial institutions do not test-market new consumer products (A. Mohammed-Salleh and C. Easingwood) 11(3) 1993: 23-7

NEW PRODUCT ORIENTATION

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 36-7

NEW PRODUCTS (see also MARGINAL NEW PRODUCTS)

Abstracts of articles 12(7) 1994: 24

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 3-8

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-9

NEW SERVICE DEVELOPMENT (see also NEW PRODUCT DEVELOPMENT; NEW PRODUCTS; NEW SERVICES; entries beginning with PRODUCT; PRODUCTS; entries beginning with SERVICE; SERVICES)

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 15-22

Why European financial institutions do not test-market new consumer products (A. Mohammed-Salleh and C. Easingwood) 11(3) 1993: 23-7

NEW SERVICES

Abstracts of articles 10(4) 1992: 31-2

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 28

NEW TECHNOLOGY see TECHNOLOGY

NEW ZEALAND

Consumer adoption of self-service technologies in retail banking: is expert opinion supported by consumer research? (N.E. Marr and G.P. Prendergast) 11(1) 1993: 3-10

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 32-9

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-35

NICHE MARKETING

Abstracts of articles 10(4) 1992: 7

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 6

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 25-8

NICHE MARKETS (see also MARKET NICHES)

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 29

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 18

NN see NEURAL NETWORKS

NORDIC SCHOOL OF SERVICES

Abstracts of articles 10(4) 1992: 14

NORTH CAROLINA

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

NPD see NEW PRODUCT DEVELOPMENT

NSD see NEW SERVICE DEVELOPMENT

OBJECTIONS see OVERCOMING OBJECTIONS

OBJECTIVES (see also CORPORATE OBJECTIVES; LONG-TERM OBJECTIVES)

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 15

Skills 11(2) 1993: 21-4

OBU see OFFSHORE BANKING UNITS

OCCUPATIONAL SEGMENTATION

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 37

OFFSHORE ARRANGEMENTS

Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 4-8

OFFSHORE BANKING UNITS

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 13

OHQ see OPERATIONAL HEADQUARTERS

OIL-RICH ECONOMIES

(The) problem of risk management in banking in oil-rich gulf economies (J.R. Presley) 10(1) 1992: 36-40

OLDER PEOPLE (see also 50-PLUS MARKET; OVER 55s MARKET)

Abstracts of articles 10(4) 1992: 30; 11(4) 1993: 28

OLTP see ONLINE TRANSACTION PROCESSING

ONLINE SYSTEMS

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 29

ONLINE TRANSACTION PROCESSING

Abstracts of articles 12(7) 1994: 7

OPEN LEARNING

Open learning for business success at Bradford & Bingley Building Society (P. Ferrar) 9(4) 1991: 17-19

OPEN SYSTEMS

Abstracts of articles 11(4) 1993: 36

OPERATING LINES OF CREDIT

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 14

OPERATIONAL HEADQUARTERS

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7

OPERATIONAL PLANNING

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 20

OPINION-BASED PERFORMANCE MEASURES

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 5-6

ORDER MANAGEMENT

Abstracts of articles 11(4) 1993: 19

ORGANIZATION

Direct marketing as a strategic element in banking (K. Andrew) 8(5) 1990: 42

Skills 10(2) 1992: 20-2

ORGANIZATIONAL CHANGE

Bank marketing – myth or reality? (M.J. Baker) 11(6) 1993: 5-11

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-9

ORGANIZATIONAL CULTURE see CULTURE

ORGANIZATIONAL DESIGN

Abstracts of articles 9(2) 1991: 39

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 14-15

ORGANIZATIONAL IMAGING

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 4

ORGANIZATIONAL PERFORMANCE

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 39

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

ORGANIZATIONAL PURPOSE

How to establish an organisational purpose (J.R. Reyes and B.H. Kleiner) 9(6) 1991: 17-20

ORGANIZATIONAL RESPONSES

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 7-8

ORGANIZATIONAL STRUCTURES

(The) changing face of banking (K. Andrew) 8(5) 1990: 12-13

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 39-40

Skills 10(2) 1992: 20-2

OSA see OWNERSHIP-SPECIFIC ADVANTAGES

OUTCOME

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15

OUTCOME-BASED CONTRACTS

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 8

OUTLET POTENTIAL

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 19

OVER-55s MARKET

Abstracts of articles 8(6) 1990: 16

OVERCOMING OBJECTIONS

Skills 8(2) 1990: 23-4

OVERCOMPLEXITY

Abstracts of articles 11(4) 1993: 13

OVERDRAFTS (see also LOANS)

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 8

OVERSEAS BANKS see FOREIGN BANKS

OWNERSHIP-SPECIFIC ADVANTAGES

Market positioning and performance of foreign banks in Korea (T. Ursacki and I. Vertinsky) 9(5) 1991: 15, 17

PACKAGING

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 14

PARENT COMPANIES

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28-34

PARTICIPATION

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 22-5

PATENTS see INTELLECTUAL PROPERTY

PAYMENT SYSTEMS

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 19

PC see PERSONAL COMPUTERS

PEER ASSESSMENT PERFORMANCE MEASURES

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 5, 7

PEOPLE MANAGEMENT

Abstracts of articles 9(2) 1991: 39

Skills 10(2) 1992: 23-4

PEOPLE'S REPUBLIC OF CHINA see CHINA, PEOPLE'S REPUBLIC

PEP see PERSONAL EQUITY PLANS

PERCEIVED QUALITY

Branding financial services (J. Saunders and R. Watters) 11(6) 1993: 33-4

PERFORMANCE ACHIEVEMENT

Skills 11(2) 1993: 21-4

PERFORMANCE BONDS

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 15

PERFORMANCE IMPACT ANALYSIS

Skills 10(6) 1992: 23-4

PERFORMANCE MEASUREMENT (see also MONITORING PERFORMANCE; QUANTIFYING PERFORMANCE)

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-11

Developing an instrument to measure customer service quality in branch banking (N.K. Avkiran) 12(6) 1994: 10-18

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 26

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 32-3

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 7-10

PERFORMANCE-RELATED PAY

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 32

PERSONAL COMPUTERS (see also COMPUTER SOFTWARE; COMPUTERIZATION; COMPUTERS IN FINANCE; INFORMATION TECHNOLOGY)

Abstracts of articles 11(4) 1993: 35

PERSONAL EQUITY PLANS

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 7

PERSONAL FINANCIAL PLANNING

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 41-2

PERSONAL FINANCIAL SERVICES

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 8

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 17-18

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 30-5

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-9

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

PERSONAL LOANS

Italian banks: competition and competitive strategies P. Mottura and L. Munari) 8(3) 1990: 18

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 5, 7

PERSONAL SERVICE

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 14

PERSONALIZATION

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 14

PERSONNEL (see also BACKROOM WORKERS; BANK EMPLOYEES; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; SERVERS; STAFF; TELLERS)

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

PERSONNEL MANAGEMENT

Abstracts of articles 11(4) 1993: 22

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-11

PERSONNEL SELECTION

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 37-8

PERSUASION

Skills 8(1) 1990: 20-2

PHILIPPINES

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8

PIE CHARTS

Skills 9(1) 1991: 24

PIGS FEEDBACK

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18-20

PLACE

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 31

PLANNED PRESENTATIONS

Skills 9(4) 1991: 23

PLANNING (see also CORPORATE PLANNING; STRATEGIC PLANNING)

Abstracts of articles 10(4) 1992: 8

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 29-30

Skills 9(2) 1991: 21-4

PLASTIC CARDS (see also ATMs; CREDIT CARDS; DEBIT CARDS; EFTPoS)

Abstracts of articles 12(7) 1994: 8

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 3

PLC see PRODUCT LIFE CYCLES

PLS see PROFIT AND LOSS SHARING

POLAND

Abstracts of articles 11(4) 1993: 12

POLARIZATION

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 26

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 4, 7

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 7

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13, 16

POLITICAL ENVIRONMENT

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 13

POLITICAL STABILITY

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 5, 9

PORTFOLIO MANAGEMENT

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28

Italian banks: competition and competitive strategies P. Mottura and L. Munari) 8(3) 1990: 18

POSITIONING (see also MARKET POSITIONING; STRATEGIC POSITIONING)

Abstracts of articles 8(1) 1990: 40

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 43

POSITIVE, IMMEDIATE, GRAPHIC AND SPECIFIC FEEDBACK see PIGS FEEDBACK

POSITIVE WORD-OF-MOUTH

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

POSTAL SAVINGS ACCOUNTS

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 5-6

PR see PUBLIC RELATIONS

PRC (PEOPLE'S REPUBLIC OF CHINA) see CHINA, PEOPLE'S REPUBLIC OF

PRESENTATION SKILLS (see also WRITTEN PRESENTATION SKILLS)

Abstracts of articles 11(4) 1993: 26

Skills 8(2) 1990: 18-23; 9(4) 1991: 20-3

PRESS RELEASES (see also MEDIA COMMUNICATIONS)

Abstracts of articles 10(4) 1992: 6

PRICE EQUALIZATION

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 7

PRICING

Abstracts of articles 10(4) 1992: 13; 11(4) 1993: 28

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7, 9, 11

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 16

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 17

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 30-1

PRINCIPAL-AGENT MODEL

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 30-1

PRIOR PROBABILITIES

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 13-14

PRIVATE BANKING

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 6

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 35-40

Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 4-8

Marketing private banking services to family businesses (D.R. Dreux IV and B.M. Brown) 12(3) 1994: 26-35

Private banking (special issue) (K.M. File, Editor) 12(3) 1994: 3-35

PRIVATE MEDIA (see also CUSTOMER NEWSLETTERS)

Abstracts of articles 11(4) 1993: 24

PRIVILEGE CARDS

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 9

PRIZES

Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 25-6

Tellers into sellers? (D. Burton) 9(6) 1991: 28-9

PROCESS

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15-16

PROCESS RE-ENGINEERING

Abstracts of articles 12(7) 1994: 29

PROCESSES

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 3-4

PRODUCT ADVERTISING

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 31

PRODUCT-BASED COMPETITION

Abstracts of articles 11(4) 1993: 32

PRODUCT COMPOSITION

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 17

PRODUCT DECISION MAKING

Abstracts of articles 12(7) 1994: 24

PRODUCT DEVELOPMENT (see also ACCELERATED PRODUCT DEVELOPMENT; JOINT PRODUCT DEVELOPMENT; NEW PRODUCT DEVELOPMENT; SUCCESSFUL PRODUCT DEVELOPMENT)

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 30-2

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 30-2

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 24-6

Banking on flexible systems? (K. Andrew) 8(5) 1990: 17

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

Developing and building a management information system (P. Welsh) 8(1) 1990: 17

Head office involvement in financial product development (A. Johne and L. Vermaak) 11(3) 1993: 28-34

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 44

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 3-10

This little piggy went to market (K. Andrew) 8(5) 1990: 25

PRODUCT DIVERSIFICATION

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 8-9

PRODUCT FIT

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7-9

PRODUCT GENDERING

Abstracts of articles 12(7) 1994: 21

PRODUCT KNOWLEDGE

Tellers into sellers? (D. Burton) 9(6) 1991: 25-6

PRODUCT LIFE CYCLES

Abstracts of articles 11(4) 1993: 32; 12(7) 1994: 18

PRODUCT LINE DEPTH AND WIDTH

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 8-12

PRODUCT MANAGEMENT

Branding financial services (J. Saunders and R. Watters) 11(6) 1993: 32-8

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 6, 8-9

This little piggy went to market (K. Andrew) 8(5) 1990: 25-6

PRODUCT PERFORMANCE

Abstracts of articles 11(4) 1993: 9

PRODUCT QUALITY

Abstracts of articles 11(4) 1993: 20

PRODUCT RANGE

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 14

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 17

PRODUCT SELECTION

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 3-16

PRODUCT STEWARDSHIP

Abstracts of articles 11(4) 1993: 13

PRODUCT STRATEGIES

Banking innovations (K. Andrew) 8(5) 1990: 47-9

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 30

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 8

PRODUCTION OF SERVICES

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-6

PRODUCTIVITY

Abstracts of articles 10(4) 1992: 13; 11(4) 1993: 9

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25

PRODUCTIVITY MEASURES

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 37

PRODUCTIVITY MODELS

Skills 10(2) 1992: 23-4

PRODUCTS (see also NEW PRODUCT DEVELOPMENT; NEW PRODUCTS; NEW SERVICE DEVELOPMENT; NEW SERVICES; entries beginning with PRODUCT; RISK PRODUCTS; entries beginning with SERVICE; SERVICES)

Abstracts of articles 10(4) 1992: 31

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 30

PROFESSIONAL ORGANIZATIONS, CHANGE IN

Abstracts of articles 10(4) 1992: 11

PROFESSIONAL SERVICES

Abstracts of articles 11(4) 1993: 11, 15

PROFESSIONALS ADVERTISING

Abstracts of articles 10(4) 1992: 24, 25

PROFIT AND LOSS SHARING (see also ISLAMIC BANKING)

Islamic banking (R. Dixon) 10(6) 1992: 32

PROFITABILITY (see also CUSTOMER PROFITABILITY; LONG-TERM PROFITABILITY)

Abstracts of articles 10(4) 1992: 9; 12(7) 1994: 6-7, 10

PROGRAMME SPONSORSHIP

Abstracts of articles 11(4) 1993: 24

PROMOTION (see also ADVERTISING; SALES PROMOTION)

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 24-8

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 24-8

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 18-22

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 17

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 31

PRP see PERFORMANCE-RELATED PAY

PRUDENTIAL

Abstracts of articles 10(4) 1992: 30

PSYCHOGRAPHIC SEGMENTATION

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 15-17

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 4

PSYCHOMETRIC TECHNIQUES

Abstracts of articles 12(7) 1994: 20-1

PUBLIC INDIFFERENCE

(The) changing face of banking (K. Andrew) 8(5) 1990: 10

PUBLIC POLICY

Abstracts of articles 12(7) 1994: 7

PUBLIC PURPOSE MARKETING see CAUSE MARKETING

PUBLIC RELATIONS

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 6-14

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 6-16

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 6-10

This little piggy went to market (K. Andrew) 8(5) 1990: 28

PUBLIC SERVICE QUALITY MANAGEMENT

Abstracts of articles 10(4) 1992: 19

PUBLIC SERVICE STANDARDS

Abstracts of articles 11(4) 1993: 21

PURIFICATION OF EFFORT

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4

QFD see QUALITY FUNCTION DEPLOYMENT

QUALITATIVE METHODS

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 25-31

QUALITY (see also PRODUCT QUALITY; SERVICE QUALITY)

Abstracts of articles 10(4) 1992: 13, 14, 18, 21; 11(4) 1993: 9, 10, 18, 22

Customer service quality: an empirical study in the house mortgage market (B. Howcroft and C. Hill) 10(6) 1992: 4

(The) impact of waiting in line on consumers (J.-C. Chebat and P. Filiatrault) 11(2) 1993: 35-40

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 12

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 6, 8-9

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 3-11

QUALITY ASSURANCE

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 14-16

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 38

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 5-6

QUALITY CIRCLES

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 14

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 4-7

QUALITY CONTROL

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 14-16

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 35-9

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 12-16

QUALITY COST

Abstracts of articles 10(4) 1992: 13

QUALITY FUNCTION DEPLOYMENT

Abstracts of articles 11(4) 1993: 31

QUALITY IMPROVEMENT

Abstracts of articles 10(4) 1992: 17; 12(7) 1994: 13, 15

QUALITY LEADERSHIP

Absenteeism control (T.C. Cole and B.H. Kleiner) 10(6) 1992: 19

QUALITY MANAGEMENT see TOTAL QUALITY MANAGEMENT

QUALITY MEASUREMENT

Abstracts of articles 10(4) 1992: 17

QUALITY SERVICE (see also SERVICE QUALITY)

Abstracts of articles 10(4) 1992: 16, 18, 21

Bank branch managers: their roles and functions in a marketing era (S. Deng, L. Moutinho and A. Meidan) 9(3) 1991: 37

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 17-20

QUALITY SERVICE MISSION STATEMENTS

Abstracts of articles 11(4) 1993: 20

QUANTIFYING PERFORMANCE (see also MONITORING PERFORMANCE; PERFORMANCE MEASUREMENT)

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 30-4

QUEBEC

Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

QUESTIONS
Skills 8(4) 1990: 23

QUEUING
Abstracts of articles 10(4) 1992: 21; 11(4) 1993: 28

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 34, 37-9

(The) impact of waiting in line on consumers (J.-C. Chebat and P. Filiatrault) 11(2) 1993: 35-40

R&D
Abstracts of articles 11(4) 1993: 31, 32

RACE RELATIONS
Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 10-16

RADIO ADVERTISING
Abstracts of articles 10(4) 1992: 27

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 34

REAL ESTATE
Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6

REAL-TIME MARKET RESEARCH
Abstracts of articles 12(7) 1994: 24

REALTORS see ESTATE AGENCY SERVICES

RECAPITALIZATION
Marketing private banking services to family businesses (D.R. Dreux IV and B.M. Brown) 12(3) 1994: 32-3

RECIPROCAL RELATIONSHIPS (see also CO-OPERATIVE AGREEMENTS; COALITIONS; JOINT VENTURES; NETWORKS)
European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 17-18

RECIPROCITY
(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 7

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 12

RECYCLING
Abstracts of articles 11(4) 1993: 13

REFERRAL NETWORKS
Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 4-8

REGIONAL FINANCIAL CENTRES
Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 11-12

REGISTERED DESIGNS see INTELLECTUAL PROPERTY

REGRESSION ANALYSIS
Ethnicity as a factor influencing use of financial services (A. Joy, C. Kim and M. Laroche) 9(4) 1991: 13-15

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 17

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 12-14

REGULATIONS
Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 35, 38

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 13

REGULATORY AGENCIES
Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 13-16

REGULATORY FRAMEWORKS
(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5-6

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 16

REGULATORY REQUIREMENTS
Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 10

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13

US regulation of foreign banks and the financial services sector (C.W. Hultman) 11(1) 1993: 34-8

REINSURANCE
(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

RELATIONAL DATABASES

Abstracts of articles 10(4) 1992: 37

RELATIONSHIP BANKING (see also GLOBAL RELATIONSHIP BANKING)

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6-7

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 29-40

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

Tellers into sellers? (D. Burton) 9(6) 1991: 25

RELATIONSHIP DISTANCE

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 40-1

RELATIONSHIP MANAGEMENT

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 32-5

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 9-16

RELATIONSHIP MARKETING

Abstracts of articles 12(7) 1994: 10

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6-8

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-4

Relationship marketing and commercial banking: a critical analysis (J. Perrien, P. Filiatrault and L. Ricard) 10(7) 1992: 25-9

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 14

RELATIONSHIP QUALITY

Abstracts of articles 10(4) 1992: 17

RELATIONSHIP SEEKERS

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 5-7

RELATIONSHIP STRATEGIES

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 30

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 8

RELEVANCE SEEKERS

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 5-7

RELIABILITY

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13-14

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18

REMUNERATION (see also REWARDS)

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 32, 36

REPORT WRITING (see also COMMUNICATION)

Skills 8(6) 1990: 22-3; 9(1) 1991: 21-4

REPRESENTATIONAL PATTERNS

(The) changing face of banking (K. Andrew) 8(5) 1990: 12

REPRESENTATIVENESS

Biases in appraising creditworthiness (B. Shanmugam and P. Bourke) 10(3) 1992: 11-12

REPUTATION see IMAGE

REQUISITE PLANNING

Abstracts of articles 11(4) 1993: 18

RESEARCH see MARKET RESEARCH; MARKETING RESEARCH

RESEARCH AND DEVELOPMENT see R&D

RESOURCE ACTIVITY MAPPING

Abstracts of articles 12(7) 1994: 13

RESPONSIVENESS

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13-14

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18

RETAIL BANKS AND BANKING (see also COMMERCIAL BANKS; EUROPEAN RETAIL BANKING)

Abstracts of articles 9(2) 1991: 39

Bank selection criteria of multiple bank users in Hong Kong (L. (T.) Denton and A.K.K. Chan) 9(5) 1991: 23

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15-23

Consumer adoption of self-service technologies in retail banking: is expert opinion supported by consumer research? (N.E. Marr and G.P. Prendergast) 11(1) 1993: 3-10

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 14-15

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 11-17

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-9

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 11-19

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-35

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 12-16

RETAIL EMPLOYMENT

Abstracts of articles 11(4) 1993: 7

RETAIL TRADE

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 38-44

RETAILER CREDIT CARDS

Abstracts of articles 12(7) 1994: 8

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 3-9

RETAILERS

Direct marketing as a strategic element in banking (K. Andrew) 8(5) 1990: 41-2

EFTPoS: impact on channel relationships (N. Alexander, J. Howells and J. Hine) 10(6) 1992: 41-2

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 32, 34

Marketing financial products: problems and opportunities for the retailer (K. Andrew) 8(5) 1990: 37-9

RETURN SEEKERS

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 5-7

REWARDS (see also INCENTIVES TO STAFF; REMUNERATION)

Absenteeism control (T.C. Cole and B.H. Kleiner) 10(6) 1992: 20-1

Abstracts of articles 11(4) 1993: 13-14, 19

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 10-11

RISK

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 15-22

RISK ASSESSMENT

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24-31

RISK MANAGEMENT

(The) problem of risk management in banking in oil-rich Gulf economies (J.R. Presley) 10(1) 1992: 36-40

RISK PERCEPTION

Abstracts of articles 12(7) 1994: 19

Customers' risk perceptions of electronic payment systems (S.S.M. Ho and V.T.F. Ng) 12(8) 1994: 26-38

RISK POINT ANALYSES

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 10

RISK PRODUCTS

(The) changing face of banking (K. Andrew) 8(5) 1990: 8

RITES OF INTEGRATION

Abstracts of articles 10(4) 1992: 20

ROAD WARRIORS

Abstracts of articles 12(7) 1994: 18-19

ROLE CLARITY

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

ROLE STRESS

Abstracts of articles 12(7) 1994: 12

(THE) ROYAL BANK OF SCOTLAND

Abstracts of articles 10(4) 1992: 28

RTMR see REAL-TIME MARKET RESEARCH

RUSSIA

Abstracts of articles 11(4) 1993: 10

Immigrants from Russia: a marketing challenge for Israel's banks (D. Boneh) 9(3) 1991: 9-10

SALES

Abstracts covering literature in the field of bank and services marketing (special issue) (A. Ede, Editor) 10(4) 1992: 24-8

Abstracts covering literature in the field of bank and services marketing (special issue) (E. Sandelands, Editor) 11(4) 1993: 24-8

Abstracts covering literature in the field of bank and services marketing (special issue) (M. Fojt, Editor) 12(7) 1994: 18-22

SALES ANALYSIS
Abstracts of articles 10(4) 1992: 36

SALES AUTOMATION
Abstracts of articles 10(4) 1992: 38; 12(7) 1994: 29

SALES CULTURE
Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 17-18

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

SALES EFFORT MANAGEMENT
Abstracts of articles 11(4) 1993: 24

SALES INCENTIVES see entries beginning with INCENTIVES

SALES LEADS
Abstracts of articles 12(7) 1994: 19

SALES MANAGEMENT
Abstracts of articles 12(7) 1994: 21

SALES MATERIAL
Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 31

SALES PRESENTATIONS
Abstracts of articles 12(7) 1994: 19-20

Skills 9(4) 1991: 20-1

SALES PROCESS
Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-1

SALES PROCESS AND TRUST
Abstracts of articles 9(1) 1991: 40

SALES PROMOTION
Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 19-29

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

SALES SUPPORT
Banking on flexible systems? (K. Andrew) 8(5) 1990: 17

SALES TEAMS
Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 34-6

SALES TRAINING
(The) changing face of banking (K. Andrew) 8(5) 1990: 14

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 36

This little piggy went to market (K. Andrew) 8(5) 1990: 26

SALESFORCE AUTOMATION
Abstracts of articles 11(4) 1993: 26; 12(7) 1994: 28-9

SALESFORCE MANAGEMENT
Abstracts of articles 10(4) 1992: 24-5

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7-9

SALESFORCE MOTIVATION AND RECOGNITION
Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 32-3

SALESFORCES
Abstracts of articles 9(1) 1991: 40; 12(7) 1994: 18-19

Branch networks and insurance selling (G. Morgan) 11(5) 1993: 27-32

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 27, 30

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 36

SATISFACTION see CUSTOMER SATISFACTION

SAUDI ARABIA (see also (THE) GULF)
Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11-16

SAVINGS MARKET
Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 4-11

SAVINGS PRODUCTS
Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 3-10

SCANDINAVIAN SERVICE MANAGEMENT
Abstracts of articles 10(4) 1992: 14

SCOTLAND

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 25-31

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 3-9

SCREEN SAVERS

Abstracts of articles 12(7) 1994: 29

SCRIPTING see JOB SCRIPTING

SEA see SINGLE EUROPEAN ACT

SEARS CARDS

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6

SECONDARY MARKETS

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 13-14

SECURITIES BROKERAGE

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 18

SECURITIES MARKET

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 22

SECURITIES MARKETS DIRECTIVES

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

SECURITIES SALES AND UNDERWRITING

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 6

SECURITY see BOMB INCIDENTS; COLLATERAL

SECURITY RISK ASSESSMENT PROCEDURE

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 37

SEGMENTATION

Abstracts of articles 11(4) 1993: 30; 12(7) 1994: 6, 20

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 6

Bankers to charity (C.J. Cowton) 8(1) 1990: 35-9

Banking innovations (K. Andrew) 8(5) 1990: 49

(A) benefit segmentation of the financial planning market (G.N. Soutar and M.M. McNeil) 9(2) 1991: 25-9

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15-23

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

(The) changing face of banking (K. Andrew) 8(5) 1990: 4

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 30-1

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 25-8

Globalization of credit card usage: the case of a developing economy (T. Barker and A. Sekerkaya) 10(6) 1992: 31

Mapping customer segments for personal financial services (T.S. Harrison) 12(8) 1994: 17-25

Marketing of private banking services in Hong Kong J.B. Surtani) 9(5) 1991: 37-8

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 11-19

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-8

This little piggy went to market (K. Andrew) 8(5) 1990: 24

Using conjoint analysis to design financial services (F.C. Zinkhan and G.M. Zinkhan) 8(1) 1990: 31-2, 34

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 3-4

SEGMENTATION ANALYSIS

(The) changing face of banking (K. Andrew) 8(5) 1990: 13-14

SEGMENTATION STRATEGY

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 16-17

SELECTION (see also BANK SELECTION)

Credit and charge cards selection criteria in Greece (A. Meidan and D. Davos) 12(2) 1994: 36-44

SELF-ASSESSMENT PERFORMANCE MEASURES

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 5, 7

SELF-DEVELOPMENT

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 5-6

SELF-REGULATORY ORGANIZATIONS

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 4-6

SELF-SERVICE BANKING (see also ATMs)

Self-service technologies in retail banking: current and expected adoption patterns (G.P. Prendergast) 11(7) 1993: 29-35

SELLING (see also CROSS-SELLING)

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 12-13, 16

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 18

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 32-3

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 9-16

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

SELLING QUALITY

Abstracts of articles 11(4) 1993: 26

SELLING SERVICES

Abstracts of articles 12(7) 1994: 7

SELLING TRAINING see SALES TRAINING

SERVERS (see also BANK EMPLOYEES; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; STAFF; TELLERS)

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-7

SERVICE

Abstracts of articles 10(4) 1992: 19

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 14-16

(The) customer database: cross-selling retail financial services (T.J. Hughes) 10(7) 1992: 14-16

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 17

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9

SERVICE AS A PRODUCT

This little piggy went to market (K. Andrew) 8(5) 1990: 27

SERVICE BRANDS see BRANDING

SERVICE CLASSIFICATION

Abstracts of articles 11(4) 1993: 21

SERVICE CULTURE

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 9-10

SERVICE DELIVERY

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-31

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

SERVICE ENCOUNTERS

Abstracts of articles 10(4) 1992: 16, 18, 20

SERVICE FAILURE

Abstracts of articles 10(4) 1992: 21

SERVICE HETEROGENEITY

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 16-17

SERVICE INDUSTRIES

Customer motivations: use and non-use of automated banking (G. Leblanc) 8(4) 1990: 36-7

SERVICE INTANGIBILITY

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 16

SERVICE MANAGEMENT

Abstracts of articles 10(4) 1992: 14, 20; 11(4) 1993: 35; 12(7) 1994: 15-16

SERVICE MARKETING

Abstracts of articles 10(4) 1992: 11, 12, 19-20

Consumer buying behaviour in financial services: an overview (S. McKechnie) 10(5) 1992: 4-12

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 3-8

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 3-10

SERVICE OPERATIONS

Abstracts of articles 12(7) 1994: 13-14, 16

SERVICE OPERATIONS STRATEGY

Abstracts of articles 10(4) 1992: 6

SERVICE-ORIENTED MARKETING STRATEGY

Abstracts of articles 8(1) 1990: 40

SERVICE-PROFIT CHAIN

Abstracts of articles 12(7) 1994: 15

SERVICE QUALITY (see also QUALITY; QUALITY SERVICE)

Abstracts of articles 8(1) 1990: 40; 8(6) 1990: 16; 10(4) 1992: 17, 19-22, 35; 11(4) 1993: 19-21; 12(7) 1994: 13, 16

Benefit segmentation using service quality dimensions: an investigation in retail banking (G.H.G. McDougall and T.J. Levesque) 12(2) 1994: 15-23

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25

Customer profiling: getting into your customer's shoes (S. Whittle and M. Foster) 9(1) 1991: 17-20

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 11-16

Developing an instrument to measure customer service quality in branch banking (N.K. Avkiran) 12(6) 1994: 10-18

Developing customer care training programmes (D. Clutterbuck) 10(7) 1992: 18-19

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 7-8

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-31

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 19-25

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V.-W. Mitchell) 12(4) 1994: 3-12

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 14

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14, 16

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 2-39

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

SERVICE SIMULTANEITY

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 16

SERVICES (see also NEW PRODUCT DEVELOPMENT; NEW PRODUCTS; NEW SERVICE DEVELOPMENT; NEW SERVICES; entries beginning with PRODUCT; PRODUCTS; entries beginning with SERVICE)

Abstracts of articles 10(4) 1992: 31

Customer profiling: getting into your customer's shoes (S. Whittle and M. Foster) 9(1) 1991: 17-20

SERVQUAL

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13-14

Developing an instrument to measure customer service quality in branch banking (N.K. Avkiran) 12(6) 1994: 10-11

Service quality: recent developments in financial services (B.R. Lewis) 11(6) 1993: 20, 23

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V.-W. Mitchell) 12(4) 1994: 5-7

SERVUCTION see PRODUCTION OF SERVICES

SFA see SALESFORCE AUTOMATION

SHADOW ACCOUNTING SYSTEMS see DOUBLE COUNTING SYSTEMS

SHARE BROKERAGE SERVICE OF BANKS

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 30

SIGNALLING

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 25

SILENT SHOPPERS

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 10

SIMULATED TEST MARKETING (see also TEST MARKETING)

Abstracts of articles 11(4) 1993: 35

SIMULTANEOUS ENGINEERING

Abstracts of articles 12(7) 1994: 25

SINGAPORE

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 5

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K-C. Mun) 8(1) 1990: 12-16

(The) fuzzy industry maturity grid (FIMG): its application to the Singapore banking industry (P.H. Tay and S.E. Ong) 12(4) 1994: 32-44

SINGLE EUROPEAN ACT

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5

SINGLE EUROPEAN MARKET

1992 and strategic bank marketing: introduction (M. Wright and C. Ennew) 8(3) 1990: 3-4

Abstracts of articles 9(3) 1991: 39; 10(4) 1992: 6, 7, 9

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 29-36

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 17-18

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5-10

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11-16

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24-8

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13

SINGLE MARKET see SINGLE EUROPEAN MARKET

SINGLE PERSONS

Adult singles: an untapped market (J.J. Burnett) 8(4) 1990: 10-16

SITE LOCATION

Abstracts of articles 11(4) 1993: 36

SITUATIONAL FACTORS

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11, 14-16

SIZE SEGMENTATION

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-4

SKILLS

Absenteeism control (T.C. Cole and B.H. Kleiner) 10(6) 1992: 19-22

Boardroom practice (I. Kenny) 10(2) 1992: 17-19

Business and bombs: preplanning and response (P.F. Mahoney) 12(2) 1994: 24-9

Communicating with customers 8(1) 1990: 19-24

Coping with misinformation (D. Sims) 12(1) 1994: 16-19

Customer profiling: getting into your customer's shoes (S. Whittle and M. Foster) 9(1) 1991: 17-20

Delegation 10(3) 1992: 22-3

Developing and building a management information system (P. Welsh) 8(1) 1990: 17-18

Developing attitudes (J. Hay) 11(2) 1993: 18-21

Developing customer care training programmes (D. Clutterbuck) 10(7) 1992: 17-20

European personal financial services and long-term profitability (M. Heath) 8(2) 1990: 17-18

Group dynamics 9(6) 1991: 21-2

Handling conflict 12(1) 1994: 21-3

How do you get work done through other people? 10(2) 1992: 23-4

How stress-prone are you? 10(6) 1992: 26

How to establish an organisational purpose (J.R. Reyes and B.H. Kleiner) 9(6) 1991: 17-20

Implementing a customer service policy in-company 10(7) 1992: 20-3

Improving the customer interface 8(4) 1990: 20-4; 11(1) 1993: 23-5

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 17-20

Leadership and excellence (B. Wynne) 8(6) 1990: 17-20

Life events 10(6) 1992: 24-5

Managing meetings 9(3) 1991: 22-4

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 17-20

Measuring communications effectiveness 8(1) 1990: 22-3

(The) nature of meetings 9(3) 1991: 21-2

Objective setting and performance achievement 11(2) 1993: 21-4

Open learning for business success at Bradford & Bingley Building Society (P. Ferrar) 9(4) 1991: 17-19

Overcoming objections 8(2) 1990: 23-4

Performance impact analysis 10(6) 1992: 23-4

Planned presentations 9(4) 1991: 23

(The) power of impression management (H. Drummond) 11(5) 1993: 19-23

Powers of persuasion 8(1) 1990: 20-2

Presentation and influencing skills 8(2) 1990: 18-23

Reaching the customer 8(1) 1990: 23-4

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 12-16

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 15

Retaining customer loyalty in an increasingly competitive market (M.J. Folly) 8(4) 1990: 17-18

Sales presentations 9(4) 1991: 20-1

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 15

Successful negotiation skills 10(1) 1992: 21-4

Talking and listening 11(5) 1993: 23-6

Types of management activity 10(3) 1992: 20-2

Understanding and overcoming fallacies of thinking (P.A. Rudolph and B.H. Kleiner) 10(1) 1992: 17-20

Using time effectively 9(2) 1991: 21-4; 10(3) 1992: 17-20

Video presentations 9(4) 1991: 22-3

What do we mean by organization structure and systems? 10(2) 1992: 20-2

What is communication? 8(4) 1990: 18-20; 12(1) 1994: 19-20

What is stress? 10(6) 1992: 22-3

What makes for effective communications 8(1) 1990: 24

What you always wanted to know about marketing strategy but were too confused to ask (G. McDonald and C. Roberts) 11(1) 1993: 18-22

Who's who in groups 9(6) 1991: 23-4

Written communication 8(6) 1990: 20-3

Written presentation skills 9(1) 1991: 21-4

SKIPTON BUILDING SOCIETY

Developing and building a management information system (P. Welsh) 8(1) 1990: 17-8

SLOVAKIA see CZECHOSLOVAKIA

SMALL AND MEDIUM-SIZED ENTERPRISES

Abstracts of articles 9(2) 1991: 39; 10(4) 1992: 6, 13, 19-20; 12(7) 1994: 9

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 10-17

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 19-25

Finance for small and medium-sized enterprises: information and the income gearing challenge (P. Edwards and P.W. Turnbull) 12(6) 1994: 3-9

Foreign banks and the UK middle corporate market (P. Edwards) 10(5) 1992: 26-31

Risk assessment with asymmetric information (D. Deakins and G. Hussain) 12(1) 1994: 24-31

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 9

(The) single market: finance for small and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24-8

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-8

SMALL FIRMS see SMALL AND MEDIUM-SIZED ENTERPRISES

SMALLER BUSINESSES see SMALL AND MEDIUM-SIZED ENTERPRISES

SMDS see SWITCHED MULTIMEGABIT DATA SERVICE

SME see SMALL AND MEDIUM-SIZED ENTERPRISES

SOCIAL REINFORCEMENT

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18-20

SOCIAL RESPONSIBILITY

Bankers to charity (C.J. Cowton) 8(1) 1990: 36

SOCIOGRAPHIC SEGMENTATION

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 4-8

SOFTWARE DESIGN (see also COMPUTER SOFTWARE)

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 7-8

SOLVENCY DIRECTIVE

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 11

SOUTH CHINA ECONOMIC COMMUNITY

Abstracts of articles 11(4) 1993: 14

SPAIN

Market research: "ideas en efectivo" (K. Andrew) 8(5) 1990: 44

Retail banking in Spain: recent changes and their effect on the content and culture of front-desk jobs (F.B. Font) 11(1) 1993: 11-17

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 15

SPECIAL CREDIT INSTITUTES

Italian banks: competition and competitive strategies (P. Mottura and L. Munari) 8(3) 1990: 22

SPECIALIST STAFF

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 7-8

SPLIT BANKING (see also MULTIPLE BANKING)

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 35

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 27

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 5

SPONSORSHIP (see also PROGRAMME SPONSORSHIP)

Abstracts of articles 8(6) 1990: 16; 10(4) 1992: 28; 12(7) 1994: 18

STAFF (see also BACKROOM WORKERS; BANK EMPLOYEES; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; SERVERS; SPECIALIST STAFF; TELLERS)

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 8

(The) changing face of banking (K. Andrew) 8(5) 1990: 7, 8, 9

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 9

STAFF DIAGNOSTIC REVIEW GROUPS see QUALITY CIRCLES

STAKEHOLDERS

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 27

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 5

STANDARDS

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 12-15

STATEMENTS OF ACCOUNT

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 29

STATISTICAL METHODS

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 12-16

STATISTICAL PROCESS CONTROL

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 38

STM see SIMULATED TEST MARKETING

STOCK MARKET SECURITIES see SECURITIES MARKET

STOCKS AND SHARES (see also SECURITIES MARKET)

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6

STORE CARDS see RETAILER CREDIT CARDS

STRANDED SAVERS

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 6

STRATEGIC ALLIANCES see COALITIONS; JOINT VENTURES; RECIPROCAL RELATIONSHIPS

STRATEGIC ANALYSIS

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 15

STRATEGIC BANK MARKETING

1992 and strategic bank marketing: introduction (M. Wright and C. Ennew) 8(3) 1990: 3-4

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5-10

Strategic marketing practices: a comparative study of the Hong Kong banking industry (R.C. Yee-kwong) 10(6) 1992: 11-18

STRATEGIC CHANGE

Abstracts of articles 11(4) 1993: 15

STRATEGIC MANAGEMENT

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 37-9

STRATEGIC MARKETING (see also STRATEGIC BANK MARKETING)

Abstracts of articles 12(7) 1994: 28

Corporate identity: a strategic marketing issue (K. Stewart) 9(1) 1991: 32-9

Japanese financial services organizations: contrasting market experiences between 1985 and 1993 (P. Turner) 12(1) 1994: 6-7

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 12-18

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 42-4

STRATEGIC NETWORKING

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 23-4

STRATEGIC ORIENTATION

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 35

STRATEGIC PLANNING

Abstracts of articles 11(4) 1993: 9

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 29-30

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 14-16

STRATEGIC POSITIONING

Abstracts of articles 12(7) 1994: 9

STRATEGIC RESPONSES

Kuwaiti commercial banks: challenges and strategic responses (U. Yavas, M. Yasin, M. Wafa and S. Al-Qudsi) 8(1) 1990: 25-30

STRATEGIC SEGMENTATION

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 17

STRATEGY (see also CORPORATE STRATEGY; MARKETING STRATEGY)

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 3-9

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 14

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS see SWOT ANALYSES

STRESS (see also ROLE STRESS; TRAVEL STRESS)

Skills 10(6) 1992: 22-6

STUDENTS

Banking services for young intellectuals (R.Y.-K. Chan) 11(5) 1993: 33-40

Credit card development strategies for the youth market: the use of conjoint analysis (A. Kara, E. Kaynak and O. Küçükemiroglu) 12(6) 1994: 30-6

Service quality: students' assessment of banks and building societies (B.R. Lewis, J. Orledge and V.-W. Mitchell) 12(4) 1994: 3-12

(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 3-11

SUBCONTRACTING IN BANKING

Abstracts of articles 11(4) 1993: 16

SUCCESS

Abstracts of articles 12(7) 1994: 8, 15

(The) new product process in financial services: strategy for success (U. de Brentani) 11(3) 1993: 15-22

SUCCESS FACTORS (see also CRITICAL SUCCESS FACTORS)

Abstracts of articles 10(4) 1992: 31

Selling financial services to the affluent (C.J. Shultz II and R.A. Prince) 12(3) 1994: 9-16

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 3-10

SUCCESSFUL PRODUCT DEVELOPMENT

Insurance product development: managing the changes (A. Johne) 11(3) 1993: 6

SUITABILITY see BEST ADVICE

SUPPLIER AUDITS see VENDOR AUDITS

SUPPLY CHAINS

Abstracts of articles 10(4) 1992: 18; 11(4) 1993: 22

SUPPORT WORKERS see BACKROOM WORKERS

SWEDEN

Abstracts of articles 10(4) 1992: 22

Corporate banking: services and relationships (C.G. Thunman) 10(2) 1992: 13-16

How bank loan officers evaluate persons applying for credit (J. Mattsson) 11(2) 1993: 25-34

SWITCHED MULTIMEGABIT DATA SERVICE

Abstracts of articles 11(4) 1993: 34

SWOT ANALYSES

Abstracts of articles 11(4) 1993: 13

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 31-4

SYSTEMS

Banking on flexible systems? (K. Andrew) 8(5) 1990: 16-17

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 25-31

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 3-4

TAIPEI

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8

TAIWAN (see also SOUTH CHINA ECONOMIC COMMUNITY)

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8

TALKING AND LISTENING

Skills 11(5) 1993: 23-6

TANGIBLES

Customer service strategies in financial retailing (Su Mon Wong and C. Perry) 9(3) 1991: 13-14

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 24

Improving the delivery of quality service: behavioural management techniques (F. Luthans) 9(3) 1991: 18

TARGET MARKETING

Abstracts of articles 10(4) 1992: 25

Maximising financial services: sophisticated database marketing (J. Taylor and J. Oake) 9(2) 1991: 20

TARGETING

Abstracts of articles 9(1) 1991: 40

Segmenting the market: a review of marketing trends in French retail banking (A. Sturdy and G. Morgan) 11(7) 1993: 14

TASK SCRIPTING see JOB SCRIPTING

TAX DISCRIMINATION

Islamic banking (R. Dixon) 10(6) 1992: 35

TEAM BUILDING

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 16

TECHNOLOGICAL CHANGE (see also TECHNOLOGY)

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 32-9

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 4-8

Service delivery processes: new technology and design (J. Harvey and P. Filiatrault) 9(1) 1991: 28-31

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 13

TECHNOLOGY (see also AUTOMATION; INFORMATION TECHNOLOGY; TECHNOLOGICAL CHANGE)

Abstracts of articles 10(4) 1992: 35-6; 11(4) 1993: 34

Banks and retailing (K. Andrew) 8(5) 1990: 36

Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 28

Can banks succeed in the current marketplace? (C. Farrance) 11(2) 1993: 6

(The) changing face of banking (K. Andrew) 8(5) 1990: 5-6

Consumer adoption of self-service technologies in retail banking: is expert opinion supported by consumer research? (N.E. Marr and G.P. Prendergast) 11(1) 1993: 3-10

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 15

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 8-9

Management of financial services marketing: issues and perceptions (C. Easingwood and D. Arnott) 9(6) 1991: 7

Managing with a changing market (K. Andrew) 8(5) 1990: 53-4

Multimedia technology, banks and their customers (K.R. Bell and G.E.W. Scobie) 10(2) 1992: 3-9

New banking technology in Hong Kong (S. Ho, C. Chan and D. Hsu) 8(6) 1990: 9-15

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 32-5

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-35

Strategic marketing in financial services: retrospect and prospect (C.T. Ennew, M. Wright and D. Thwaites) 11(6) 1993: 14

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 34

Strategic situational impact on commercial banks in Saudi Arabia (M.I. At-Twaijri) 9(1) 1991: 11-13, 16

Success factors for new consumer financial services (C.J. Easingwood and C. Storey) 9(1) 1991: 7-9

TELECOMMUNICATIONS

Abstracts of articles 11(4) 1993: 34, 38

TELEMARKETING

Abstracts of articles 12(7) 1994: 18, 20-1

Using advanced computing techniques in banking (B. Curry and L. Moutinho) 11(6) 1993: 40

TELEPHONE BANKING

Abstracts of articles 8(2) 1990: 40; 12(7) 1994: 16

Self-service technologies in retail banking: current and expected adoption patterns (G.G. Prendergast) 11(7) 1993: 29-34

TELEPHONE TECHNOLOGY

Abstracts of articles 10(4) 1992: 36

TELESALES

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 32

TELEVISION ADVERTISING

Abstracts of articles 10(4) 1992: 27-8; 11(4) 1993: 27; 12(7) 1994: 22

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 34

TELLERS (see also BACKROOM WORKERS; EMPLOYEES; FRONT-DESK JOBS; FRONT-LINE STAFF; PERSONNEL; SERVERS; STAFF)

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 28

Human tellers: who needs them? (N.E. Marr and G. Prendergast) 8(2) 1990: 32-9

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

TERM LOANS

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 14

TERRORISM

Business and bombs: preplanning and response (P.F. Mahoney) 12(2) 1994: 24

TEST MARKETING (see also SIMULATED TEST MARKETING)

Why European financial institutions do not test-market new consumer products (A. Mohammed-Salleh and C. Easingwood) 11(3) 1993: 23-7

TIE-INS

Abstracts of articles 11(4) 1993: 25

TIED AGENTS, FINANCIAL SERVICES ACT (see also POLARIZATION)

Abstracts of articles 10(4) 1992: 24

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-14

Distribution of life assurance and investment products: the Scottish mutual life assurance industry (A.W. Laing) 12(4) 1994: 26-8, 30

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Regulating the distribution of savings and investment products: retrospect and prospect (J.F. Devlin and C.T. Ennew) 11(7) 1993: 7, 8

TIME

(The) impact of waiting in line on consumers (J.-C. Chebat and P. Filiatrault) 11(2) 1993: 35-40

Time is central (J.A.F. Nicholls, S. Roslow and J. Tsalikis) 11(5) 1993: 12-18

TIME USE AND MANAGEMENT

Abstracts of articles 10(4) 1992: 9

Skills 9(2) 1991: 21-4; 10(3) 1992: 17-20

TOKYO

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 7-8

Financial centres in Asia: implications for bank marketing in Hong Kong (K. Young and K.-C. Mun) 8(1) 1990: 12-16

TOTAL QUALITY MANAGEMENT

Abstracts of articles 11(4) 1993: 7, 20, 22, 31; 12(7) 1994: 6, 12-14

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 3-4, 11-14, 17-25, 30-1, 39

Turning the wheel of quality improvement – continuously (D. Ballantyne) 8(2) 1990: 3-4

TOWS see SWOT ANALYSES

TQM see TOTAL QUALITY MANAGEMENT

TRADE BARRIERS

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 5

TRADE FINANCING

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 6

TRADE PROMOTION SERVICES

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 15-16

TRADE SHOWS

Abstracts of articles 11(4) 1993: 27, 28

TRADE UNIONS see UNION-MANAGEMENT RELATIONSHIPS

TRADEMARKS see INTELLECTUAL PROPERTY

TRAINING (see also SALES TRAINING)

Bank and product selection: Hong Kong (E. Kaynak and O. Küçükemiroglu) 10(1) 1992: 13

Marketing of private banking services in Hong Kong (J.B. Surtani) 9(5) 1991: 39

Open learning for business success at Bradford & Bingley Building Society (P. Ferrar) 9(4) 1991: 17-19

Tellers into sellers? (D. Burton) 9(6) 1991: 25-6

This little piggy went to market (K. Andrew) 8(5) 1990: 26-7

TRANSACTION BANKING

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 34-8

TRANSACTION COST THEORY

Relationship banking: choice and control by the multinational firm (J.B. Holland) 10(2) 1992: 32-3

TRANSACTION MANAGEMENT

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 32-5

TRANSFORMATIONAL ADVERTISEMENTS

Strategy and structure in bank advertising: an empirical test (H.A. Laskey, B. Seaton and J.A.F. Nicholls) 10(3) 1992: 4

TRAVEL STRESS

Abstracts of articles 11(4) 1993: 11

TREASURERS see CORPORATE TREASURERS

TRUST COMPANIES

Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 3-14

TRUST DEPARTMENTS

Quality issues in banking: a conceptual approach (Y. Kathawala and J. Johnson) 8(6) 1990: 37

TRUST SERVICES OF BANKS

Corporate banking behaviour: a survey in Hong Kong (A.K.K. Chan and V.S.M. Ma) 8(2) 1990: 30

TSB

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 19-20

TURKEY

Commercial bank selection in Turkey (E. Kaynak, O. Küçükemiroglu and Y. Odabasi) 9(4) 1991: 30-9

Globalization of credit card usage: the case of a developing economy (T. Barker and A. Sekerkaya) 10(6) 1992: 27-31

UCITS DIRECTIVE see UNDERTAKINGS FOR COLLECTIVE INVESTMENT IN TRANSFERABLE SECURITIES DIRECTIVE

UK see UNITED KINGDOM

UNDERTAKINGS FOR COLLECTIVE INVESTMENT IN TRANSFERABLE SECURITIES DIRECTIVE

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

UNION-MANAGEMENT RELATIONSHIPS

Strategies for service quality (special issue) (E. Sandelands, Editor) 12(5) 1994: 36-7

UNIT TRUSTS (see also MUTUAL FUNDS)

Abstracts of articles 12(7) 1994: 20

Banking innovations (K. Andrew) 8(5) 1990: 48

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 5

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 5, 7

(The) single European market: its impact on strategic bank marketing (M. Wright and C. Ennew) 8(3) 1990: 6

UNITED KINGDOM (see also SCOTLAND)

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 3-10

Bankers to charity (C.J. Cowton) 8(1) 1990: 35-9

Consumer attitudes to independent financial advice (C.T. Ennew) 10(5) 1992: 13-18

Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 3-11

Developing new financial services within UK building societies (S. Edgett) 11(3) 1993: 35-43

European integration: strategic implications for the marketing of long-term insurance (S. Diacon) 8(3) 1990: 30-1, 33, 34

Executive forum: the disappearing saver – some ways forward in this difficult market (T.J. Hughes) 12(8) 1994: 4-11

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 30-5

Foreign banks and the UK middle corporate market (P. Edwards) 10(5) 1992: 26-31

Impact of Financial Services Act on investment products (D.W. Shelton) 8(2) 1990: 12-16

Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 3-9

Marketing strategy and company performance: a discriminant analysis in the retail financial services industry (R. Speed and G. Smith) 9(3) 1991: 25-31

Quantifying the campaign performance: a case study (T.J. Hughes) 8(6) 1990: 30-4

Retail banks and organisational change: evidence from the UK (C.T. Ennew and M. Wright) 8(1) 1990: 4-9

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 3-8

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 30-5

(The) single European market: the challenge to commercial banking (B. Howcroft and M. Whitehead) 8(3) 1990: 15

(The) single market: finance for small- and medium-sized enterprises (M. Binks, C. Ennew and G. Reed) 8(3) 1990: 24-8

Strategic responses to environmental turbulence (D. Thwaites and K. Glaister) 10(3) 1992: 33-40

Success in selling – the current challenge in banking (B. Stephenson and J. Kiely) 9(2) 1991: 30-8

Tellers into sellers? (D. Burton) 9(6) 1991: 25-9

Venture capital in the UK (K. Robbie and G. Murray) 10(5) 1992: 32-40

UNITED KINGDOM BANKING INDUSTRY

Abstracts of articles 9(3) 1991: 39; 10(4) 1992: 9

UNITED STATES (see also CALIFORNIA)

Adult singles: an untapped market (J.J. Burnett) 8(4) 1990: 10-16

Affinity credit cards: card issuer strategies and affinity group aspirations (S. Worthington and S. Horne) 10(7) 1992: 3-5

Computerised quality assurance information systems: a regulatory agency in the banking sector (M.M. Yasin, U. Yavas and J. Alavi) 9(6) 1991: 13-16

Credit card possession and other payment systems: use patterns among Asian and Hispanic consumers (N. Delener and H. Katzenstein) 12(4) 1994: 13-24

Customer orientation of bank employees and culture (S.W. Kelley) 8(6) 1990: 25-9

Customer preferences for financial services: an analysis (W.L. Boyd, M. Leonard and C. White) 12(1) 1994: 9-15

Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 19-25

Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 25-8

(The) importance of image as a competitive strategy: an exploratory study in commercial banks (M. Leonard and A. Spencer) 9(4) 1991: 25-9

Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

Reframing the mind of the banker: the changing skill set and skill mix for effective leadership (J.H. Donnelly, Jr) 12(8) 1994: 12-16

Retailer credit cards: a competitive threat (S. Worthington) 8(4) 1990: 6

(A) return to managing customer relationships (D.A.J. Axson) 10(1) 1992: 33

Sociographic segmentation: the SME market and financial services (K.M. File and R.A. Prince) 9(3) 1991: 3-8

Statistical quality control in retail banking (M.M. Yasin, R.F. Green and M. Wafa) 9(2) 1991: 13

Strategy and structure in bank advertising: an empirical test (H.A. Laskey, B. Seaton and J.A.F. Nicholls) 10(3) 1992: 5-9

Time is central (J.A.F. Nicholls, S. Roslow and J. Tsalikis) 11(5) 1993: 12-18

US marketing techniques – could they be applied here? (K. Andrew) 8(5) 1990: 29-31

US regulation of foreign banks and the financial services sector (C.W. Hultman) 11(1) 1993: 34-8

USA see UNITED STATES

VALUE

Evaluation of new financial services (C. Easingwood and J. Percival) 8(6) 1990: 7-8

VALUE ADDING

Promoting financial services with glittering prizes (S. Peattie and K. Peattie) 12(6) 1994: 20-1

VALUE ANALYSIS

Forces at work: the market for personal financial services (D. Thwaites) 9(6) 1991: 30-5

VALUE-CHAIN COLLABORATION

Abstracts of articles 11(4) 1993: 13

VALUE-CHAIN LOGIC

Abstracts of articles 12(7) 1994: 29

VALUE-CHAIN THEORY

Abstracts of articles 12(7) 1994: 13

VALUE SYSTEMS

Customer care and service: a case for business ethics (P.T. Gibbs) 11(1) 1993: 26-33

VANUATU

Asia Pacific international financial centres (M.A. Goldberg) 9(5) 1991: 8

VENDOR AUDITS

Abstracts of articles 11(4) 1993: 12

VENTURE CAPITAL

Abstracts of articles 9(2) 1991: 39

Banks and small business export finance: new targets for services and marketing strategies (G.F. Tannous and A.K. Sarkar) 11(2) 1993: 12-13

Venture capital in the UK (K. Robbie and G. Murray) 10(5) 1992: 32-40

VIDEO CONFERENCING
Abstracts of articles 11(4) 1993: 37

VIDEO NEWS RELEASES
Abstracts of articles 11(4) 1993: 25

VIDEO PRESENTATIONS
Skills 9(4) 1991: 22-3

VISION
Abstracts of articles 11(4) 1993: 7
How to establish an organisational purpose (J.R. Reyes and B.H. Kleiner) 9(6) 1991: 17-20

VNR see VIDEO NEWS RELEASES

VOLUNTARY ORGANIZATIONS
Bankers to charity (C.J. Cowton) 8(1) 1990: 35-9

VOUCHERS
Abstracts of articles 10(4) 1992: 26

WAITING IN LINE see QUEUING

WEALTHIER CUSTOMERS (see also AFFLUENT INVESTORS; PRIVATE BANKING)
Abstracts of articles 10(4) 1992: 30
Customers, strategy and performance (R. Speed and G. Smith) 11(5) 1993: 9-10

WEST GERMANY see GERMANY

WIDOWED PERSONS see SINGLE PERSONS

WINNING PROPOSALS
Abstracts of articles 10(4) 1992: 19

WOM see WORD-OF-MOUTH

WOMEN
Abstracts of articles 11(4) 1993: 26
Financial service strategies: neglected niches (P.R. Philp, P.J. Haynes and M.M. Helms) 10(2) 1992: 26-8

WOMEN'S SPORT SPONSORSHIP
Abstracts of articles 8(6) 1990: 16

WOOLWICH EQUITABLE BUILDING SOCIETY
Leadership and excellence (B. Wynne) 8(6) 1990: 17-20

WORD-OF-MOUTH
Emerging critical success factors in marketing to the smaller business: issues and trends from the US market (K.M. File and R.A. Prince) 10(5) 1992: 21-3
Marketing offshore private banking (K.M. File and R.A. Prince) 12(3) 1994: 5
Positive word-of-mouth: customer satisfaction and buyer behaviour (K.M. File and R.A. Prince) 10(1) 1992: 25-9

WORKPLACE BANKING
Is workplace banking feasible? (R. Laursen and R. McTavish) 12(2) 1994: 3-14

WRITTEN COMMUNICATION
(The) power of impression management (H. Drummond) 11(5) 1993: 20
Skills 8(6) 1990: 20-3

WRITTEN PRESENTATION SKILLS
Skills 9(1) 1991: 21-4

YORKSHIRE BANK
Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 3-4

YOUNG PEOPLE see YOUTH MARKET

YOUTH MARKET (see also STUDENTS)
Credit card development strategies for the youth market: the use of conjoint analysis (A. Kara, E. Kaynak and O. Küçükemiroglu) 12(6) 1994: 30-6
(The) youth market for financial services (B.R. Lewis and G.H. Bingham) 9(2) 1991: 3-11

ZERO DEFECTIONS
Abstracts of articles 10(4) 1992: 18

ZONING
Abstracts of articles 10(4) 1992: 37-8
Branch networks and alternative distribution channels: threats and opportunities (J.B. Howcroft) 11(6) 1993: 29
Increased marketing orientation: UK bank branch networks (B. Howcroft) 9(4) 1991: 6-8

Index by authors

Indexed in the order, Author, Title, Issue, Year: start page

A

AHMAD, N., see HARON, S.

ALAVI, J., see YASIN, M.M.

ALEXANDER, N., HOWELLS, J. and HINE, J., EFTPoS: Impact on Channel Relationships, No. 6, 1992, p. 38.

ALMAHMEED, M.A., see EL-HADDAD, A.B.

AL-QUDSI, S., see YAVAS, U.

ANDREW, K., Bank Marketing in a Changing World (Monograph), No. 5, 1990.

ARNOTT, D., see EASINGWOOD, C.

AT-TWAIJRI, M.I., Strategic Situational Impact on Commercial Banks in Saudi Arabia, No. 1, 1991, p. 11.

AVKIRAN, N.K., Developing an Instrument to Measure Customer Service Quality in Branch Banking, No. 6, 1994, p. 10.

AXSON, D.A.J., A Return to Managing Customer Relationships, No. 1, 1992, p. 30.

B

BAKER, M.J., Bank Marketing – Myth or Reality? (Dedicated Issue), No. 6, 1993, p. 5.

BALLANTYNE, D., Turning the Wheel of Quality Improvement – Continuously, No. 2, 1990, p. 3.

BARKER, T. and SEKERKAYA, A., Globalization of Credit Card Usage: The Case of a Developing Economy, No. 6, 1992, p. 27.

BELL, K.R. and SCOBIE, G.E.W., Multimedia Technology, Banks and Their Customers, No. 2, 1992, p. 3.

BINGHAM, G.H., see LEWIS, B.R.

BINKS, M., ENNEW, C. and REED, G., The Single Market: Finance for Small and Medium-sized Enterprises (Special Issue), No. 3, 1990, p. 24.

BONEH, D., Immigrants from Russia: A Marketing Challenge for Israel's Banks, No. 3, 1991, p. 9.

BOURKE, P., see SHANMUGAM, B.

BOYD, W.L., LEONARD, M. and WHITE, C., Customer Preferences for Financial Services: An Analysis, No. 1, 1994, p. 9.

BROWN, B.M., see DREUX, D.R. IV

BURNETT, J.J., Adult Singles: An Untapped Market, No. 4, 1990, p. 10.

BURTON, D., Tellers into Sellers?, No. 6, 1991, p. 25.

C

CAPON, N., FITZSIMONS, G.J. and WEINGARTEN, R., Affluent Investors and Mutual Fund Purchases (Dedicated Issue), No. 3, 1994, p. 17.

CHAN, A.K.K., see DENTON, L. (T.)

CHAN, A.K.K. and MA, V.S.M., Corporate Banking Behaviour: A Survey in Hong Kong, No. 2, 1990, p. 25.

CHAN, C., see HO, S.

CHAN, R.Y.-K., Banking Services for Young Intellectuals, No. 5, 1993, p. 33.

CHEBAT, J.-C. and FILIATRAULT, P., The Impact of Waiting in Line on Consumers, No. 2, 1993, p. 35.

COWTON, C.J., Bankers to Charity, No. 1, 1990, p. 35.

CURRY, B. and MOUTINHO, L., Using Advanced Computing Techniques in Banking (Dedicated Issue), No. 6, 1993, p. 39.

D

DAVOS, D., see MEIDAN, A.

de BRENTANI, U., The New Product Process in Financial Services: Strategy for Success (Special Issue), No. 3, 1993, p. 15.

DEAKINS, D. and HUSSAIN, G., Risk Assessment with Asymmetric Information, No. 1, 1994, p. 24.

DELENER, N. and KATZENSTEIN, H., Credit Card Possession and Other Payment Systems: Use Patterns among Asian and Hispanic Consumers, No. 4, 1994, p. 13.

DENG, S., MOUTINHO, L. and MEIDAN, A., Bank Branch Managers: Their Roles and Functions in a Marketing Era, No. 3, 1991 p. 32.

DENTON, L. (T.) and CHAN, A.K.K., Bank Selection Criteria of Multiple Bank Users in Hong Kong (Special Issue), No. 5, 1991, p. 23.

DEVLIN, J.F. and ENNEW, C.T., Regulating the Distribution of Savings and Investment Products: Retrospect and Prospect, No. 7, 1993, p. 3.

DIACON, S., European Integration: Strategic Implications for the Marketing of Long-term Insurance (Special Issue), No. 3, 1990, p. 29.

DIXON, R., Islamic Banking, No. 6, 1992, p. 32.

DONNELLY, J.H. Jr, Reframing the Mind of the Banker: The Changing Skill Set and Skill Mix for Effective Leadership, No. 8, 1994, p. 12.

DREUX, D.R. IV and BROWN, B.M., Marketing Private Banking Services to Family Businesses (Dedicated Issue), No. 3, 1994, p. 26.

E

EASINGWOOD, C., see MOHAMMED-SALLEH, A.

EASINGWOOD, C. and ARNOTT, D., Management of Financial Services Marketing: Issues and Perceptions, No. 6, 1991, p. 3.

EASINGWOOD, C. and PERCIVAL, J., Evaluation of New Financial Services, No. 6, 1990, p. 3.

EASINGWOOD, C.J. and STOREY, C., Success Factors for New Consumer Financial Services, No. 1, 1991, p. 3.

EDE, A. (Ed.), Abstracts (Special Issue), No. 4, 1992.

EDGETT, S., Developing New Financial Services within UK Building Societies (Special Issue), No. 3, 1993, p. 35.

EDWARDS, P., Foreign Banks and the UK Middle Corporate Market (Special Issue), No. 5, 1992, p. 26.

EDWARDS, P. and TURNBULL, P.W., Finance for Small and Medium-sized Enterprises: Information and the Income Gearing Challenge, No. 6, 1994, p. 3.

EL-HADDAD, A.B. and ALMAHMEED, M.A., ATM Banking Behaviour in Kuwait: A Consumer Survey, No. 3, 1992, p. 25.

ENNEW, C., see BINKS, M.

ENNEW, C., see WRIGHT, M.

ENNEW, C.T., see DEVLIN, J.F.

ENNEW, C.T., Consumer Attitudes to Independent Financial Advice (Special Issue), No. 5, 1992, p. 13.
ENNEW, C.T. (Ed.), Consumer Buying Behaviour in Financial Services (Special Issue), No. 5, 1992.
ENNEW, C.T. and WRIGHT, M., Retail Banks and Organisational Change: Evidence from the UK, No. 1, 1990, p. 4.
ENNEW, C.T.,WRIGHT, M. and THWAITES, D., Strategic Marketing in Financial Services: Retrospect and Prospect (Dedicated Issue), No. 6, 1993, p. 12.
EROL, C., KAYNAK, E. and RADI, E.-B., Conventional and Islamic Banks: Patronage Behaviour of Jordanian Customers, No. 4, 1990, p. 25.

F

FARRANCE, C., Can Banks Succeed in the Current Marketplace?, No. 2, 1993, p. 3.
FILE, K.M. and PRINCE, R.A., Emerging Critical Success Factors in Marketing to the Smaller Business: Issues and Trends from the US Market (Special Issue), No. 5, 1992, p. 19.
FILE, K.M. and PRINCE, R.A., Marketing Offshore Private Banking (Dedicated Issue), No. 3, 1994, p. 4.
FILE, K.M. and PRINCE, R.A., Positive Word-of-Mouth: Customer Satisfaction and Buyer Behaviour, No. 1, 1992, p. 25.
FILE, K.M. and PRINCE, R.A., Sociographic Segmentation: The SME Market and Financial Services, No. 3, 1991, p. 3.
FILIATRAULT, P., see CHEBAT, J.-C.
FILIATRAULT, P., see HARVEY, J.
FILIATRAULT, P., see PERRIEN, J.
FITZSIMONS, G.J., see CAPON, N.
FOJT, M. (Ed.), Abstracts (Special Issue), No. 7, 1994.
FOLLY, M.J., Retaining Customer Loyalty in an Increasingly Competitive Market, No. 4, 1990, p. 17.
FONT, F.B., Retail Banking in Spain: Recent Changes and Their Effect on the Content and Culture of Front-desk Jobs, No. 1, 1993, p. 11.

G

GIBBS, P.T., Customer Care and Service: A Case for Business Ethics, No. 1, 1993, p. 26.
GLAISTER, K., see THWAITES, D.
GOLDBERG, M.A., Asia Pacific International Financial Centres (Special Issue), No. 5, 1991, p. 4.
GREEN, R.F., see YASIN, M.M.
GROSSBERG, K.A., Global Marketing Innovation in Consumer Banking: Japan (Special Issue), No. 5, 1991, p. 11.

H

HARON, S., AHMAD, N. and PLANISEK, S.L., Bank Patronage Factors of Muslim and Non-Muslim Customers, No. 1, 1994, p. 32.
HARRISON, T.S., Mapping Customer Segments for Personal Financial Services, No. 8, 1994, p. 17.
HARVEY, J. and FILIATRAULT, P., Service Delivery Processes: New Technology and Design, No. 1, 1991, p. 25.
HAYNES, P.J., see PHILP, P.R.
HEATH, M., European Personal Financial Services and Long-term Profitability, No. 2, 1990, p. 17.
HELMS, M.M., see PHILP, P.R.
HILL, C., see HOWCROFT, B.
HINE, J., see ALEXANDER, N.
HO, S., CHAN, C. and HSU, D., New Banking Technology in Hong Kong, No. 6, 1990, p. 9.
HO, S.S.M. and NG, V.T.F., Customers' Risk Perceptions of Electronic Payment Systems, No. 8, 1994, p. 26.
HOLLAND, J.B., Relationship Banking: Choice and Control by the Multinational Firm, No. 2, 1992, p. 29.
HORNE, S., see WORTHINGTON, S.
HOWCROFT, B., Increased Marketing Orientation: UK Bank Branch Networks, No. 4, 1991, p. 3.
HOWCROFT, B. and HILL, C., Customer Service Quality: An Empirical Study in the House Mortgage Market, No. 6, 1992, p. 3.
HOWCROFT, B. and WHITEHEAD, M., The Single European Market: The Challenge to Commercial Banking (Special Issue), No. 3, 1990, p. 11.
HOWCROFT, J.B., Branch Networks and Alternative Distribution Channels: Threats and Opportunities (Dedicated Issue), No. 6, 1993, p. 26.
HOWELLS, J., see ALEXANDER, N.
HSU, D., see HO, S.
HUGHES, T.J., Executive Forum: The Disappearing Saver – Some Ways Forward in this Difficult Market, No. 8, 1994, p. 4.
HUGHES, T.J., Quantifying the Campaign Performance: A Case Study, No. 6, 1990, p. 30.
HUGHES, T.J., The Customer Database: Cross-selling Retail Financial Services, No. 7, 1992, p. 11.
HULTMAN, C.W., US Regulation of Foreign Banks and the Financial Services Sector, No. 1, 1993, p. 34.
HUSSAIN, G., see DEAKINS, D.

I

IVERSEN, P., see RUGIMBANA, R.

J

JOHNE, A., Insurance Product Development: Managing the Changes (Special Issue), No. 3, 1993, p. 5.
JOHNE, A., and VERMAAK, L., Head Office Involvement in Financial Product Development (Special Issue), No. 3, 1993, p. 28.
JOHNSON, J., see KATHAWALA, Y.
JOY, A., KIM, C. and LAROCHE, M., Ethnicity as a Factor Influencing Use of Financial Services, No. 4, 1991 p. 10.

K

KAM-HON LEE (Ed.), Bank Marketing in the Asia Pacific Region (Special Issue), No. 5, 1991.
KARA, A., KAYNAK, E. and KÜÇÜKEMIROGLU, O., Credit Card Development Strategies for the Youth Market: The Use of Conjoint Analysis, No. 6, 1994, p. 30.
KATHAWALA, Y. and JOHNSON, J., Quality Issues in Banking: A Conceptual Approach, No. 6, 1990, p. 35.
KATZENSTEIN, H., see DELENER, N.
KAYNAK, E., see EROL, C.
KAYNAK, E., see KARA, A.

KAYNAK, E. and KÜÇÜKEMIROGLU, O., Bank and Product Selection: Hong Kong, No. 1, 1992, p. 3.
KAYNAK, E., KÜÇÜKEMIROGLU, O. and ODABASI, Y., Commercial Bank Selection in Turkey, No. 4, 1991, p. 30.
KELLEY, S.W., Customer Orientation of Bank Employees and Culture, No. 6, 1990, p. 25.
KIELY, J., see STEPHENSON, B.
KIM, C., see JOY, A.
KÜÇÜKEMIROGLU, O., see KARA, A.
KÜÇÜKEMIROGLU, O., see KAYNAK, E.

L

LAING, A.W., Distribution of Life Assurance and Investment Products: The Scottish Mutual Life Assurance Industry, No. 4, 1994, p. 25.
LAROCHE, M., see JOY, A.
LASKEY, H.A., SEATON, B. and NICHOLLS, J.A.F., Strategy and Structure in Bank Advertising: An Empirical Test, No. 3, 1992, p. 3.
LAURSEN, R. and McTAVISH, R., Is Workplace Banking Feasible?, No. 2, 1994, p. 3.
LEBLANC, G., Customer Motivations: Use and Non-use of Automated Banking, No. 4, 1990, p. 36.
LEONARD, M., see BOYD, W.L.
LEONARD, M. and SPENCER, A., The Importance of Image as a Competitive Strategy: An Exploratory Study in Commercial Banks, No. 4, 1991, p. 25.
LEVESQUE, T.J., see McDOUGALL, G.H.G.
LEWIS, B.R., Service Quality: Recent Developments in Financial Services (Dedicated Issue), No. 6, 1993, p. 19.
LEWIS, B.R. and BINGHAM, G.H., The Youth Market for Financial Services, No. 2, 1991, p. 3.
LEWIS, B.R., ORLEDGE, J. and MITCHELL, V.-W., Service Quality: Students' Assessment of Banks and Building Societies, No. 4, 1994, p. 3.

M

MA, V.S.M., see CHAN, A.K.K.
McDOUGALL, G.H.G. and LEVESQUE, T.J., Benefit Segmentation Using Service Quality Dimensions: An Investigation in Retail Banking, No. 2, 1994, p. 15.
McKECHNIE, S., Consumer Buying Behaviour in Financial Services: An Overview (Special Issue), No. 5, 1992, p. 4.
McNEIL, M.M., see SOUTAR, G.N.
McTAVISH, R., see LAURSEN, R.
MARR, N.E. and PRENDERGAST, G., Human Tellers: Who Needs Them?, No. 2, 1990, p. 32.
MARR, N.E. and PRENDERGAST, G.P., Consumer Adoption of Self-service Technologies in Retail Banking: Is Expert Opinion Supported by Consumer Research?, No. 1, 1993, p. 3.
MATTSSON, J., How Bank Loan Officers Evaluate Persons Applying for Credit, No. 2, 1993, p. 25.
MEIDAN, A. see DENG, S.
MEIDAN, A., and DAVOS, D., Credit and Charge Cards Selection Criteria in Greece, No. 2, 1994, p. 36.
METWALLY, M.M., Effectiveness of the Advertising Expenditure of Australian Banks, No. 7, 1993, p. 20.
MITCHELL, V.-W., see LEWIS, B.R.
MOHAMMED-SALLEH, A. and EASINGWOOD, C., Why European Financial Institutions Do Not Test-market New Consumer Products (Special Issue), No. 3, 1993, p. 23.
MORGAN, G., see STURDY, A.
MORGAN, G., Branch Networks and Insurance Selling, No. 5, 1993, p. 27.
MOTTURA, P. and MUNARI, L., Italian Banks: Competition and Competititive Strategies (Special Issue), No. 3, 1990, p. 17.
MOUTINHO, L., see CURRY, B.
MOUTINHO, L., see DENG, S.
MOUTINHO, L., Customer Satisfaction Measurement: Prolonged Satisfaction with ATMs, No. 7, 1992, p. 30.
MUN, K.-C., see YOUNG, K.
MUNARI, L., see MOTTURA, P.
MURRAY, G., see ROBBIE, K.

N

NG, V.T.F., see HO, S.S.M.
NICHOLLS, J.A.F., see LASKEY, H.A.
NICHOLLS, J.A.F., ROSLOW, S. and TSALIKIS, J., Time Is Central, No. 5, 1993, p. 12.

O

OAKE, J., see TAYLOR, J.
ODABASI, Y., see KAYNAK, E.
ONG, S.E., see TAY, P.H.
ORLEDGE, J., see LEWIS, B.R.

P

PEATTIE, K., see PEATTIE, S.
PEATTIE, S. and PEATTIE, K., Promoting Financial Services with Glittering Prizes, No. 6, 1994, p. 19.
PERCIVAL, J., see EASINGWOOD, C.
PERRIEN, J., FILIATRAULT, P. and RICARD, L., Relationship Marketing and Commercial Banking: A Critical Analysis, No. 7, 1992, p. 17.
PERRY, C., see SU MON WONG
PHILP, P.R., HAYNES, P.J. and HELMS, M.M., Financial Service Strategies: Neglected Niches, No. 2, 1992, p. 25.
PLANISEK, S.L., see HARON, S.
PRENDERGAST, G., see MARR, N.E.
PRENDERGAST, G.P., see MARR, N.E.
PRENDERGAST, G.P., Self-service Technologies in Retail Banking: Current and Expected Adoption Patterns, No. 7, 1993, p. 29.
PRESLEY, J.R., The Problem of Risk Management in Banking in Oil-rich Gulf Economies, No. 1, 1992, p. 36.
PRINCE, R.A., see FILE, K.M.
PRINCE, R.A., see SHULTZ, C.J. II

R

RADI, E.-B., see EROL, C.
REED, G., see BINKS, M.
RICARD, L., see PERRIEN, J.
ROBBIE, K. and MURRAY, G., Venture Capital in the UK (Special issue), No. 5, 1992, p. 32.

ROSLOW, S., see NICHOLLS, J.A.F.
RUGIMBANA., R. and IVERSEN, P., Perceived Attributes of ATMs and Their Marketing Implications, No. 2, 1994, p. 30.

S

SANDELANDS, E. (Ed.), Abstracts (Special Issue), No. 4, 1993; No. 5, 1994.
SARKAR, A.K., see TANNOUS, G.F.
SAUNDERS, J. and WATTERS, R., Branding Financial Services (Dedicated Issue), No. 6, 1993, p. 32.
SCOBIE, G.E.W., see BELL, K.R.
SEATON, B., see LASKEY, H.A.
SEKERKAYA, A., see BARKER, T.
SHANMUGAM, B. and BOURKE, P., Biases in Appraising Creditworthiness, No. 3, 1992, p. 10.
SHELTON, D.W., Impact of Financial Services Act on Investment Products, No. 2, 1990, p. 12.
SHULTZ, C.J. II and PRINCE, R.A., Selling Financial Services to the Affluent (Dedicated Issue), No. 3, 1994, p. 9.
SMITH, G., see SPEED, R.
SOUTAR, G.N. and McNEIL, M.M., A Benefit Segmentation of the Financial Planning Market, No. 2, 1991, p. 25.
SPEED, R. and SMITH, G., Customers, Strategy and Performance, No. 5, 1993, p. 3.
SPEED, R. and SMITH, G., Marketing Strategy and Company Performance: A Discriminant Analysis in the Retail Financial Services Industry, No. 3, 1991, p. 25.
SPENCER, A., see LEONARD, M.
STEPHENSON, B. and KIELY, J., Success in Selling – The Current Challenge in Banking, No. 2, 1991, p. 30.
STEWART, K., Corporate Identity: A Strategic Marketing Issue, No. 1, 1991, p. 32.
STOREY, C., see EASINGWOOD, C.J.
STURDY, A. and MORGAN, G., Segmenting the Market: A Review of Marketing Trends in French Retail Banking, No. 7, 1993, p. 11.
SU MON WONG and PERRY, C., Customer Service Strategies in Financial Retailing, No. 3, 1991, p. 11.
SURTANI, J.B., Marketing of Private Banking Services in Hong Kong (Special Issue), No. 5, 1991, p. 35.

T

TANNOUS, G.F. and SARKAR, A.K., Banks and Small Business Export Finance: New Targets for Services and Marketing Strategies, No. 2, 1993, p. 10.
TAY, P.H., and ONG, S.E., The Fuzzy Industry Maturity Grid (FIMG): Its Application to the Singapore Banking Industry, No. 4, 1994, p. 32.
TAYLOR, J. and OAKE, J., Maximising Financial Services: Sophisticated Database Marketing, No. 2, 1991, p. 17.
THUNMAN, C.G., Corporate Banking: Services and Relationships, No. 2, 1992, p. 10.
THWAITES, D., see ENNEW, C.T.
THWAITES, D., Forces at Work: The Market for Personal Financial Services, No. 6, 1991, p. 30.
THWAITES, D. and GLAISTER, K., Strategic Reponses to Environmental Turbulence, No. 3, 1992, p. 33.
TSALIKIS, J., see NICHOLLS, J.A.F.
TURNBULL, P.W., see EDWARDS, P.
TURNER, P., Japanese Financial Services Organizations: Contrasting Market Experiences between 1985 and 1993, No. 1, 1994, p. 3.

U

URSACKI, T. and VERTINSKY, I., Market Positioning and Performance of Foreign Banks in Korea (Special Issue), No. 5, 1991, p. 14.

V

VERMAAK, L., see JOHNE, A.
VERTINSKY, I., see URSACKI, T.

W

WAFA, M., see YASIN, M.M.
WAFA, M., see YAVAS, U.
WATTERS, R., see SAUNDERS, J.
WEINGARTEN, R., see CAPON, N.
WELSH, P., Developing and Building a Management Information System, No. 1, 1990, p. 17.
WHITE, C., see BOYD, W.L.
WHITEHEAD, M., see HOWCROFT, B.
WORTHINGTON, S., Retailer Credit Cards: A Competitive Threat, No. 4, 1990, p. 3.
WORTHINGTON, S. and HORNE, S., Affinity Credit Cards: Card Issuer Strategies and Affinity Group Aspirations, No. 7, 1992, p. 3.
WRIGHT, M., see ENNEW, C.T.
WRIGHT, M. and ENNEW, C. (Eds), 1992 and Strategic Bank Marketing (Special Issue), No. 3, 1990.
WRIGHT, M. and ENNEW, C. (Eds), Ten Years of Bank Marketing: Retrospect and Prospect (Dedicated Issue), No. 6, 1993.
WRIGHT, M. and ENNEW, C., The Single European Market: Its Impact on Strategic Bank Marketing (Special Issue), No. 3, 1990, p. 5.

Y

YASIN, M., see YAVAS, U.
YASIN, M.M., GREEN, R.F. and WAFA, M., Statistical Quality Control in Retail Banking, No. 2, 1991, p. 12.
YASIN, M.M., YAVAS, U. and ALAVI, J., Computerised Quality Assurance Information Systems: A Regulatory Agency in the Banking Sector, No. 6, 1991, p. 13.
YAVAS, U., see YASIN, M.M.
YAVAS, U., YASIN, M., WAFA, M. and AL-QUDSI, S., Kuwaiti Commercial Banks: Challenges and Strategic Responses, No. 1, 1990, p. 25.
YEE-KWONG, R.C., Strategic Marketing Practices: A Comparative Study of the Hong Kong Banking Industry, No. 6, 1992, p. 11.
YOUNG, K. and MUN, K.-C., Financial Centres in Asia: Implications for Bank Marketing in Hong Kong, No. 1, 1990, p. 10.

Z

ZINKHAN., F.C. and ZINKHAN, G.M., Using Conjoint Analysis to Design Financial Services, No. 1, 1990, p. 31.
ZINKHAN, G.M., see ZINKHAN, F.C.

Index by titles

Indexed in the order, Title, Author, Issue, Year: start page

A

Abstracts (Special Issue), EDE, A. (Ed.), No. 4, 1992.
Abstracts (Special Issue), FOJT, M. (Ed.), No. 7, 1994.
Abstracts (Special Issue), SANDELANDS, E. (Ed.), No. 4, 1993; No. 5, 1994.
Adult Singles: An Untapped Market, BURNETT, J.J., No. 4, 1990, p. 10.
Affinity Credit Cards: Card Issuer Strategies and Affinity Group Aspirations, WORTHINGTON, S. and HORNE, S., No. 7, 1992, p. 3.
Affluent Investors and Mutual Fund Purchases (Dedicated Issue), CAPON, N., FITZSIMONS, G.J. and WEINGARTEN, R., No. 3, 1994, p. 17.
Asia Pacific International Financial Centres (Special Issue), GOLDBERG, M.A., No. 5, 1991, p. 4.
ATM Banking Behaviour in Kuwait: A Consumer Survey, EL-HADDAD, A.B. and ALMAHMEED, M.A., No. 3, 1992, p. 25.

B

Bank and Product Selection: Hong Kong, KAYNAK, E. and KÜÇÜKEMIROGLU, O., No. 1, 1992, p. 3.
Bank Branch Managers: Their Roles and Functions in a Marketing Era, DENG, S., MOUTINHO, L. and MEIDAN, A., No. 3, 1991, p. 32.
Bank Marketing in a Changing World (Monograph), ANDREW, K., No. 5, 1990.
Bank Marketing in the Asia Pacific Region (Special Issue), KAM-HON LEE (Ed.), No. 5, 1991.
Bank Marketing – Myth or Reality? (Dedicated Issue), BAKER, M.J., No. 6, 1993, p. 5.
Bank Patronage Factors of Muslim and Non-Muslim, Customers, HARON, S., AHMAD, N. and PLANISEK, S.L., No. 1, 1994, p. 32.
Bank Selection Criteria of Multiple Bank Users in Hong Kong (Special Issue), DENTON, L. (T.) and CHAN, A.K.K., No. 5, 1991, p. 23.
Bankers to Charity, COWTON, C.J., No. 1, 1990, p. 35.
Banking Services for Young Intellectuals, CHAN, R.Y.-K., No. 5, 1993, p. 33.
Banks and Small Business Export Finance: New Targets for Services and Marketing Strategies, TANNOUS, G.F. and SARKAR, A.K., No. 2, 1993, p. 10.
(A) Benefit Segmentation of the Financial Planning Market, SOUTAR, G.N. and McNEIL, M.M., No. 2, 1991, p. 25.
Benefit Segmentation Using Service Quality Dimensions: An Investigation in Retail Banking, McDOUGALL, G.H.G. and LEVESQUE, T.J., No. 2, 1994, p. 15.
Biases in Appraising Creditworthiness, SHANMUGAM, B. and BOURKE, P., No. 3, 1992, p. 10.
Branch Networks and Alternative Distribution Channels: Threats and Opportunities (Dedicated Issue), HOWCROFT, J.B., No. 6, 1993, p. 26.
Branch Networks and Insurance Selling, MORGAN, G., No. 5, 1993, p. 27.
Branding Financial Services (Dedicated Issue), SAUNDERS, J. and WATTERS, R., No. 6, 1993, p. 32.

C

Can Banks Succeed in the Current Marketplace?, FARRANCE, C., No. 2, 1993, p. 3.
Commercial Bank Selection in Turkey, KAYNAK, E., KÜÇÜKEMIROGLU, O. and ODABASI, Y., No. 4, 1991, p. 30.
Computerised Quality Assurance Information Systems: A Regulatory Agency in the Banking Sector, YASIN, M.M., YAVAS, U. and ALAVI, J., No. 6, 1991, p. 13.
Consumer Adoption of Self-service Technologies in Retail Banking: Is Expert Opinion Supported by Consumer Research?, MARR, N.E. and PRENDERGAST, G.P., No. 1, 1993, p. 3.
Consumer Attitudes to Independent Financial Advice (Special Issue), ENNEW, C.T., No. 5, 1992, p. 13.
Consumer Buying Behaviour in Financial Services: An Overview (Special Issue), McKECHNIE, S., No. 5, 1992, p. 4.
Consumer Buying Behaviour in Financial Services (Special Issue), ENNEW, C.T. (Ed.), No. 5, 1992.
Conventional and Islamic Banks: Patronage Behaviour of Jordanian Customers, EROL, C., KAYNAK, E. and RADI, E.-B., No. 4, 1990, p. 25.
Corporate Banking Behaviour: A Survey in Hong Kong, CHAN, A.K.K. and MA, V.S.M., No. 2, 1990, p. 25.
Corporate Banking: Services and Relationships, THUNMAN, C.G., No. 2, 1992, p. 10.
Corporate Identity: A Strategic Marketing Issue, STEWART, K., No. 1, 1991, p. 32.
Credit and Charge Cards Selection Criteria in Greece, MEIDAN, A. and DAVOS, D., No. 2, 1994, p. 36.
Credit Card Development Strategies for the Youth Market: The Use of Conjoint Analysis, KARA, A., KAYNAK, E. and KÜÇÜKEMIROGLU, O., No. 6, 1994, p. 30.
Credit Card Possession and Other Payment Systems: Use Patterns among Asian and Hispanic Consumers, DELENER, N. and KATZENSTEIN, H., No. 4, 1994, p. 13.
Customer Care and Service: A Case for Business Ethics, GIBBS, P.T., No. 1, 1993, p. 26.
(The) Customer Database: Cross-selling Retail Financial Services, HUGHES, T.J., No. 7, 1992, p. 11.
Customer Motivations: Use and Non-use of Automated Banking, LEBLANC, G., No. 4, 1990, p. 36.
Customer Orientation of Bank Employees and Culture, KELLEY, S.W., No. 6, 1990, p. 25.
Customer Preferences for Financial Services: An Analysis, BOYD, W.L., LEONARD, M. and WHITE, C., No. 1, 1994, p. 9.
Customer Satisfaction Measurement: Prolonged Satisfaction with ATMs, MOUTINHO, L., No. 7, 1992, p. 30.
Customer Service Quality: An Empirical Study in the House Mortgage Market, HOWCROFT, B. and HILL, C., No. 6, 1992, p. 3.
Customer Service Strategies in Financial Retailing, SU MON WONG and PERRY, C., No. 3, 1991, p. 11.
Customers' Risk Perceptions of Electronic Payment Systems, HO, S.S.M. and NG, V.T.F., No. 8, 1994, p. 26.
Customers, Strategy and Performance, SPEED, R. and SMITH, G., No. 5, 1993, p. 3.

D

Developing an Instrument to Measure Customer Service Quality in Branch Banking, AVKIRAN, N.K., No. 6, 1994, p. 10.
Developing and Building a Management Information System, WELSH, P., No. 1, 1990, p. 17.

Developing New Financial Services within UK Building Societies (Special Issue), EDGETT, S., No. 3, 1993, p. 35.
Distribution of Life Assurance and Investment Products: The Scottish Mutual Life Assurance Industry, LAING, A.W., No. 4, 1994, p. 25.

E

Effectiveness of the Advertising Expenditure of Australian Banks, METWALLY, M.M., No. 7, 1993, p. 20.
EFTPoS: Impact on Channel Relationships, ALEXANDER, N., HOWELLS, J. and HINE, J., No. 6, 1992, p. 38.
Emerging Critical Success Factors in Marketing to the Smaller Business: Issues and Trends from the US Market (Special Issue), FILE, K.M. and PRINCE, R.A., No. 5, 1992, p. 19.
Ethnicity as a Factor Influencing Use of Financial Services, JOY, A., KIM, C. and LAROCHE, M., No. 4, 1991, p. 10.
European Integration: Strategic Implications for the Marketing of Long-term Insurance (Special Issue), DIACON, S., No. 3, 1990, p. 29.
European Personal Financial Services and Long-term Profitability, HEATH, M., No. 2, 1990, p. 17.
Evaluation of New Financial Services, EASINGWOOD, C. and PERCIVAL, J., No. 6, 1990, p. 3.
Executive Forum: The Disappearing Saver – Some Ways Forward in this Difficult Market, HUGHES, T.J., No. 8, 1994, p. 4.

F

Finance for Small and Medium-sized Enterprises: Information and the Income Gearing Challenge, EDWARDS, P. and TURNBULL, P.W., No. 6, 1994, p. 3.
Financial Centres in Asia: Implications for Bank Marketing in Hong Kong, YOUNG, K. and MUN, K.-C., No. 1, 1990, p. 10.
Financial Service Strategies: Neglected Niches, PHILP, P.R., HAYNES, P.J. and HELMS, M.M., No. 2, 1992, p. 25.
Forces at Work: The Market for Personal Financial Services, THWAITES, D., No. 6, 1991, p. 30.
Foreign Banks and the UK Middle Corporate Market (Special Issue), EDWARDS, P., No. 5, 1992, p. 26.
(The) Fuzzy Industry Maturity Grid (FIMG): Its Application to the Singapore Banking Industry, TAY, P.H. and ONG, S.E., No. 4, 1994, p. 32.

G

Global Marketing Innovation in Consumer Banking: Japan (Special Issue), GROSSBERG, K.A., No. 5, 1991, p. 11.
Globalization of Credit Card Usage: The Case of a Developing Economy, BARKER, T. and SEKERKAYA, A., No. 6, 1992, p. 27.

H

Head Office Involvement in Financial Product Development (Special Issue), JOHNE, A. and VERMAAK, L., No. 3, 1993, p. 28.
How Bank Loan Officers Evaluate Persons Applying for Credit, MATTSSON, J., No. 2, 1993, p. 25.
Human Tellers: Who Needs Them?, MARR, N.E. and PRENDERGAST, G., No. 2, 1990, p. 32.

I

Immigrants from Russia: A Marketing Challenge for Israel's Banks, BONEH, D., No. 3, 1991, p. 9.
Impact of Financial Services Act on Investment Products, SHELTON, D.W., No. 2, 1990, p. 12.
(The) Impact of Waiting in Line on Consumers, CHEBAT, J.-C. and FILIATRAULT, P., No. 2, 1993, p. 35.
(The) Importance of Image as a Competitive Strategy: An Exploratory Study in Commercial Banks, LEONARD, M. and SPENCER, A., No. 4, 1991, p. 25.
Increased Marketing Orientation: UK Bank Branch Networks, HOWCROFT, B., No. 4, 1991, p. 3.
Insurance Product Development: Managing the Changes (Special Issue), JOHNE, A., No. 3, 1993, p. 5.
Is Workplace Banking Feasible? LAURSEN, R. and McTAVISH, R., No. 2, 1994, p. 3.
Islamic Banking, DIXON, R., No. 6, 1992, p. 32.
Italian Banks: Competition and Competitive Strategies (Special Issue), MOTTURA, P. and MUNARI, L., No. 3, 1990, p. 17.

J

Japanese Financial Services Organizations: Contrasting Market Experiences between 1985 and 1993, TURNER, P., No. 1, 1994, p. 3.

K

Kuwaiti Commercial Banks: Challenges and Strategic Responses, YAVAS, U., YASIN, M., WAFA, M. and AL-QUDSI, S., No. 1, 1990, p. 25.

M

Management of Financial Services Marketing: Issues and Perceptions, EASINGWOOD, C. and ARNOTT, D., No. 6, 1991, p. 3.
Mapping Customer Segments for Personal Financial Services, HARRISON, T.S., No. 8, 1994, p. 17.
Marketing of Private Banking Services in Hong Kong (Special Issue), SURTANI, J.B., No. 5, 1991, p. 35.
Marketing Offshore Private Banking (Dedicated Issue), FILE, K.M. and PRINCE, R.A., No. 3, 1994, p. 4.
Marketing Private Banking Services to Family Businesses (Dedicated Issue), DREUX, D.R. IV and BROWN, B.M., No. 3, 1994, p. 26.
Marketing Strategy and Company Performance: A Discriminant Analysis in the Retail Financial Services Industry, SPEED, R. and SMITH, G., No. 3, 1991, p. 25.
Market Positioning and Performance of Foreign Banks in Korea (Special Issue), URSACKI, T. and VERTINSKY, I., No. 5, 1991, p. 14.
Maximising Financial Services: Sophisticated Database Marketing, TAYLOR, J. and OAKE, J., No. 2, 1991, p. 17.
Multimedia Technology, Banks and Their Customers, BELL, K.R. and SCOBIE, G.E.W., No. 2, 1992, p. 3.

N

New Banking Technology in Hong Kong, HO, S., CHAN, C. and HSU, D., No. 6, 1990, p. 9.
(The) New Product Process in Financial Services: Strategy for Success (Special Issue), de BRENTANI, U., No. 3, 1993, p. 15.
1992 and Strategic Bank Marketing (Special Issue), WRIGHT, M. and ENNEW, C. (Eds), No. 3, 1990.

P

Perceived Attributes of ATMs and Their Marketing Implications, RUGIMBANA, R. and IVERSEN, P., No. 2, 1994, p. 30.

Positive Word-of-Mouth: Customer Satisfaction and Buyer Behaviour, FILE, K.M. and PRINCE, R.A., No. 1, 1992, p. 25.
(The) Problem of Risk Management in Banking in Oil-rich Gulf Economies, PRESLEY, J.R., No. 1, 1992, p. 36.
Promoting Financial Services with Glittering Prizes, PEATTIE, S. and PEATTIE, K., No. 6, 1994, p. 19.

Q

Quality Issues in Banking: A Conceptual Approach, KATHAWALA, Y. and JOHNSON, J., No. 6, 1990, p. 35.
Quantifying the Campaign Performance: A Case Study, HUGHES, T.J., No. 6, 1990, p. 30.

R

Reframing the Mind of the Banker: The Changing Skill Set and Skill Mix for Effective Leadership, DONNELLY, J.H. Jr, No. 8, 1994, p. 12.
Regulating the Distribution of Savings and Investment Products: Retrospect and Prospect, DEVLIN, J.F. and ENNEW, C.T., No. 7, 1993, p. 3.
Relationship Banking: Choice and Control by the Multinational Firm, HOLLAND, J.B., No. 2, 1992, p. 29.
Relationship Marketing and Commercial Banking: A Critical Analysis, PERRIEN, J., FILIATRAULT, P. and RICARD, L., No. 7, 1992, p. 25.
Retail Banking in Spain: Recent Changes and Their Effect on the Content and Culture of Front-desk Jobs, FONT, F.B., No. 1, 1993, p. 11.
Retail Banks and Organisational Change: Evidence from the UK, ENNEW, C.T. and WRIGHT, M., No. 1, 1990, p. 4.
Retailer Credit Cards: A Competitive Threat, WORTHINGTON, S., No. 4, 1990, p. 3.
Retaining Customer Loyalty in an Increasingly Competitive Market, FOLLY, M.J., No. 4, 1990, p. 17.
(A) Return to Managing Customer Relationships, AXSON, D.A.J., No. 1, 1992, p. 30.
Risk Assessment with Asymmetric Information, DEAKINS, D. and HUSSAIN, G., No. 1, 1994, p. 24.

S

Segmenting the Market: A Review of Marketing Trends in French Retail Banking, STURDY, A. and MORGAN, G., No. 7, 1993, p. 11.
Self-service Technologies in Retail Banking: Current and Expected Adoption Patterns, PRENDERGAST, G.P., No. 7, 1993, p. 29.
Selling Financial Services to the Affluent (Dedicated Issue), SHULTZ, C.J. II and PRINCE, R.A., No. 3, 1994, p. 9.
Service Delivery Processes: New Technology and Design, HARVEY, J. and FILIATRAULT, P., No. 1, 1991, p. 25.
Service Quality: Recent Developments in Financial Services (Dedicated Issue), LEWIS, B.R., No. 6, 1993, p. 19.
Service Quality: Students' Assessment of Banks and Building Societies, LEWIS, B.R., ORLEDGE, J. and MITCHELL, V.-W., No. 4, 1994, p. 3.
(The) Single European Market: Its Impact on Strategic Bank Marketing (Special Issue), WRIGHT, M. and ENNEW, C., No. 3, 1990, p. 5.
(The) Single European Market: The Challenge to Commercial Banking (Special Issue), HOWCROFT, B. and WHITEHEAD, M., No. 3, 1990, p. 11.
(The) Single Market: Finance for Small and Medium-sized Enterprises (Special Issue), BINKS, M., ENNEW, C. and REED, G., No. 3, 1990, p. 24.
Sociographic Segmentation: The SME Market and Financial Services, FILE, K.M. and PRINCE, R.A., No. 3, 1991, p. 3.
Statistical Quality Control in Retail Banking, YASIN, M.M., GREEN, R.F. and WAFA, M., No. 2, 1991, p. 12.
Strategic Marketing in Financial Services: Retrospect and Prospect (Dedicated Issue), ENNEW, C.T., WRIGHT, M. and THWAITES, D., No. 6, 1993, p. 12.
Strategic Marketing Practices: A Comparative Study of the Hong Kong Banking Industry, YEE-KWONG, R.C., No. 6, 1992, p. 11.
Strategic Responses to Environmental Turbulence, THWAITES, D. and GLAISTER, K., No. 3, 1992, p. 33.
Strategic Situational Impact on Commercial Banks in Saudi Arabia, AT-TWAIJRI, M.I., No. 1, 1991, p. 11.
Strategy and Structure in Bank Advertising: An Empirical Test, LASKEY, H.A., SEATON, B. and NICHOLLS, J.A.F., No. 3, 1992, p. 3.
Success Factors for New Consumer Financial Services, EASINGWOOD, C.J. and STOREY, C., No. 1, 1991, p. 3.
Success in Selling – The Current Challenge in Banking, STEPHENSON, B. and KIELY, J., No. 2, 1991, p. 30.

T

Tellers into Sellers?, BURTON, D., No. 6, 1991, p. 25.
Ten Years of Bank Marketing: Retrospect and Prospect (Dedicated Issue), WRIGHT, M. and ENNEW, C. (Eds), No. 6, 1993.
Time Is Central, NICHOLLS, J.A.F., ROSLOW, S. and TSALIKIS, J., No. 5, 1993, p. 12.
Turning the Wheel of Quality Improvement – Continuously, BALLANTYNE, D., No. 2, 1990, p. 3.

U

Using Advanced Computing Techniques in Banking (Dedicated Issue), CURRY, B. and MOUTINHO, L., No. 6, 1993, p. 39.
Using Conjoint Analysis to Design Financial Services, ZINKHAN, F.C. and ZINKHAN, G.M., No. 1, 1990, p. 31.
US Regulation of Foreign Banks and the Financial Services Sector, HULTMAN, C.W., No. 1, 1993, p. 34.

V

Venture Capital in the UK (Special Issue), ROBBIE, K. and MURRAY, G., No. 5, 1992, p. 32.

W

Why European Financial Institutions Do Not Test-market New Consumer Products (Special Issue), MOHAMMED-SALLEH, A. and EASINGWOOD, C., No. 3, 1993, p. 23.

Y

(The) Youth Market for Financial Services, LEWIS, B.R. and BINGHAM, G.H., No. 2, 1991, p. 3.

Notes for CONTRIBUTORS

Copyright infringement
Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty.

Editorial objectives
The purpose of the *International Journal of Bank Marketing* is to present the latest thinking, practice and research findings on issues of current and future concern for financial services marketers. The focus of the journal is on the adoption and implementation of aspects of marketing management and marketing planning in the personal, corporate and international sectors of the financial services sector and which include the present nature and acceptability of marketing ideas among practitioners, together with longer term marketing activities and challenges.

Editorial scope
(a) It is hoped that contributors will comprise both academics and practising marketing managers in the financial services sector.
(b) It is our intention that published articles will be a mix of conceptualizations of marketing challenges facing financial services, empirically based work, and discussion articles on topical issues.
(c) Contributors are encouraged to spell out the practical implications of their work for those involved in marketing in the financial services sector.
(d) Articles will only be considered for publication if they have not been published, submitted or accepted for publication elsewhere.

Article length
Articles should be approximately 4,000 words in length.

Presentation
(a) Manuscripts should be typed double-spaced, including references, on 8½ × 11 inch paper, and three copies sent to the editor.
(b) A brief autobiographical note should be supplied, including full name, present position, and name and address of organization.
(c) Please supply the article on paper of no less than 80 gsm weight with high quality print. This will enable electronic scanning if needed.

Headings and sub-headings
Headings should be typed in capitals and underlined. They should come at roughly 750-word intervals, but this is only a general guide. Sub-headings should be typed in upper and lower case, and underlined.

References
Reference citations within the text should be by the author's last name and year of publication enclosed in parentheses. A reference list should follow the article, with references listed in alphabetical order, with author's surname first, followed by publication date in parentheses.

Charts, diagrams and figures
These should be called figures, numbered consecutively in arabic numerals, with a brief title and labelled axes. Indicate where in the text you wish the figure to appear. Send good artwork.

Tables
Tables should be numbered consecutively and independently of any figures. Each table must have a number in roman numerals, a brief title, and headings down and across.Type tables on separate sheets of paper, and indicate in the text where you wish them to appear.

Abstracts
Authors are requested to supply an abstract of about 150 words when submitting an article. It should be an abbreviated, accurate representation of the contents of the article. Major results, conclusions and/or recommendations should be given, followed by supporting details of method, scope or purpose, as necessary. It should contain sufficient information to enable readers to decide whether they should obtain and read the entire article.

Keywords
Authors should also provide 1-6 keywords or descriptors that clearly describe the subject matter of the article. These terms have two purposes: to help describe the subject content of an article to prospective readers; to index the article for retrieval from a database or bibliography. Such keywords might include:

- *Country, geographical area,* e.g. Africa, Sweden, Developing countries
- *Industry,* e.g. Banking, Aircraft industry
- *Organization/organization-related,* e.g. Small business, Multinational, Corporate image
- *People,* e.g. Consultants, Trainers, Top management
- *Broad functions,* e.g. Marketing, Production management
- *Specific functions,* e.g. Sales promotion, Scheduling
- *Management and managerial activities,* e.g. Matrix management, Policy making, Decision making
- *Other processes and subject areas,* Industrial relations, Economics, Politics, Quantitative methods, Research.

Not all of these aspects will be applicable to a particular article. Some articles will require more terms than others.

Manuscripts
All manuscripts and editorial communications should be sent to Professor Trevor Watkins, Deputy Vice-Chancellor and Deputy Chief Executive, South Bank University, 103 Borough Road, London SE1 0AA.

The reviewing process
Each paper submitted to *IJBM* is subject to the following review procedure:
(1) It is reviewed by the editor and/or associate editor for general suitability for this publication.
(2) If it is judged suitable two reviewers are selected and a double blind review process takes place.
(3) Based on the recommendations of the reviewers, the editor then decides whether the particular article should be accepted as it is, revised or rejected.

The process described above is a general one. The editor, however, may, in some circumstances, vary this process.

Submission of disks
Once an article has been accepted for inclusion within the journal, disks should be supplied with manuscript whenever possible. Contributors in a position to comply with this request should submit any 3½" disk prepared on a PC or Macintosh system in ASCII format.

THE INTERNATIONAL JOURNAL OF BANK MARKETING

Cumulative index Volumes 8-12 1990-94

CONTENTS

3 **Subjects**
Compiled by David H. Barraclough

70 **Authors**

74 **Titles**

MCB University Press